

Bring Your Best Snacks Forward

Snack Rack Order Guide

Mondelēz
International

FOODSERVICE



See inside for complete list of available
FREE Grab-and-Go Merchandising Solutions



Put Brand Power on Display

Snack sales are not a one-size-fits-all strategy. Keeping merchandising displays fresh and tailored to your customers can help you optimize sales and deliver the convenient, branded treats and fueling eats today's consumers expect when snacking on-the-go.

Right Product

- Choose products based on customer demographic
- Highlight new products and replace low-performing items

Right Place

- Position top-selling brands for high visibility
- Place racks in strategic spots throughout your traffic flow to encourage impulse buys

Right Time

- Rotate products throughout the day to fuel sales
- Offer a variety of products/formats during different dayparts

Many consumers say they learn about new flavors and trends from in-store displays and eye-catching packaging.¹





1

WIRE BASKET COUNTERTOP RACK

16"W (DIAMETER) X 5"H

Easily highlight a variety of snack sizes and packaging styles. Order includes two baskets and four basket dividers.

2

COUNTERTOP SINGLE WOVEN BASKET RACK

14"W X 14"D X 14"H

Place by coffee station or registers to increase impulse add-on. Order includes 2 clear header card clips.

3

ON-THE-GO STACKABLE RACK

18.69"W (DIAMETER) X 43.75"H

Small footprint and casters allow for easy placement and enhanced flexibility. Order includes 3 panels.

4

WIRE RACK WITH WOVEN BASKET

19"W X 18.5"D X 55"H

Charming display holds a variety of branded snacks and candy.

5

STAND-UP BASKET RACK

16"W (DIAMETER) X 57"H

Position in high-traffic areas, including deli counters and beverage coolers.

6

5-SHELF WIRE WEEKENDER RACK

19"W X 18.5"D X 55"H

Removeable shelves can be stored on back of unit for even greater versatility. Order includes panels and inserts.

7

FRUIT STAND RACK

20.5"W X 18"D X 46"H

This rack lets you feature packaged snacks and fresh fruit to encourage bundling.

8

COUNTERTOP MODULAR RACK

8"W X 11.75"D X 8"H

Ideal option to display leading snack and candy brands. Order up to 12 to customize your own!

9

KICK OUT RACK

13.01"W X 10.35"D X 53.98"H

Adjustable shelves can be removed and stored to fit a multitude of product configurations.

10

3-TIER COUNTER RACK

8.25"W X 14"D X 20.75"H

Set up near coffee station and checkout counter. Order includes side panels.

11

GUM RACK

9"W X 7"D X 9.75"H

Position near register to display top gum brands. Gum rack inserts included.

Rack Up More Sales with Eye-Catching Displays

Strategically placed snack displays deliver the convenience busy consumers want while helping drive sales.

Divvy Up by Daypart

Consumers' top snack choices across dayparts:²

MORNING:

energy bars, fresh fruit, yogurt, bakery snacks, dairy-based beverages

LUNCH:

salty snacks, crackers, fresh vegetables, fresh fruit, dried meat snacks

AFTERNOON:

salty snacks, crackers, chocolate, candy, snack nuts, fresh fruit

EVENING:

cookies, chocolate, candy, salty snacks, crackers, ice cream

Get more smart category management strategies at WinTheSnackSegment.com



Recognizable snacks with consistent, familiar flavors help build consumer trust and reduce the risk of buyer's remorse.²

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Ask your Mondelēz International Foodservice Representative how you can create great grab-and-go displays with these merchandising solutions.