

Bring Your Best Snacks Forward

Snack Rack Order Guide



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

Mondelēz
International

FOODSERVICE

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

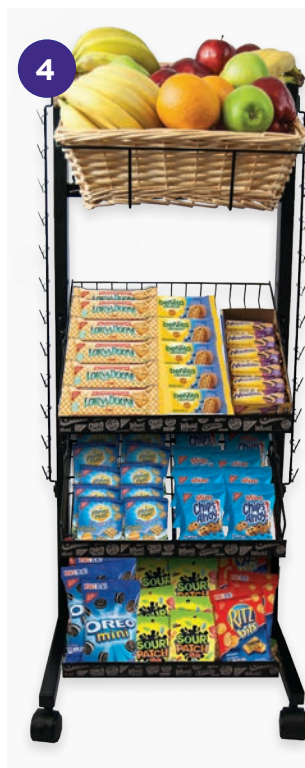
Right Place

- 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





6



7



8

1

COUNTERTOP SINGLE WOVEN BASKET RACK
14"W X 14"D X 3.5"H

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

2

ON-THE-GO STACKABLE RACK
17.35"W (DIAMETER) X 43.75"H

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

3

WIRE RACK WITH WOVEN BASKET
14"W X 15"D X 17.5"H

Charming display holds a variety of branded snacks and candy.

4

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.

5

COUNTERTOP MODULAR RACK
7.5"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!

6

BELVITA BISCUIT MUG RACK
10"L X 10"W X 13"H

This eye-catching, oversized "mug" is perfect for coffee stations and registers for grab-and-go snacks.

7

CLIF 1X3 COUNTER RACK - TALL
6.8"W X 15.75"D X 20"H

Each of the three tiers fits one box of CLIF Bars for 3 boxes total, offering variety to your consumers.

8

CLIF 2X2 COUNTER RACK - WIDE
13.6"W X 13.8"D X 14.3"H

Both of the two tiers fit two boxes of CLIF Bars for a total of 4 boxes - perfect to showcase several flavors.

Rack Up More Sales with Eye-Catching Displays

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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, nuts, fresh fruit

EVENING:

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



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

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

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