



Fresh Deli/Fresh Foods

Weighing Solutions for Convenience Stores

Influence Shopper Behavior Maximize Impulse Purchases

Convenience stores (c-stores) sell a wide array of everyday items. They are often lifesavers for emergencies by saving a trip to the supermarket and waiting in line just to pay for one or two items. But today's c-stores are changing rapidly. Respondents of a recent survey of NACS members confirmed the importance of fresh items in c-stores, with 62% saying that produce is important to their 2015 business plan.

You want to catch your customer's attention quickly. According to **NACS research**, the average customer waits in line only 42 seconds and makes a purchase selection in 71 seconds.... so every second counts as you try to convert customers into buyers.

To make the most of the time customers are in your store METTLER TOLEDO offers professional counter scales with high end, crisp customer

displays. Capitalize on your investment of the weighing equipment you need for fresh food items with METTLER TOLEDO's in-store marketing solution, Fresh Look Promoter, which captures the shopper's attention at the point-of-decision and enhances your brand with bright, eye-popping displays.

Fresh Look Promoter is the perfect medium to promote healthy food choices offered in your store. Market research shows that shoppers act spontaneously and many of their purchase decisions are made in-store. Advertising healthy food choices - both brand and local - will encourage your customers to purchase fresh fruits and vegetables. It also gives you the freedom to integrate your self-service scales seamlessly into your in-store digital marketing. Digital signage combines information, innovation and emotion.

METTLER TOLEDO self-service scales in your fresh produce section can also speed up checkout and provide unique capabilities that allow each consumer to receive a personalized shopping experience--complete with individual nutritional advice and marketing promotions based on individual item selections.

An appealing range of fresh products, an inspiring in-store shopping experience for customers, and intelligent shopper marketing at service counters are proven success factors in reinforcing customer loyalty and attracting new customers.

For more on weighing solutions for C-Stores or to receive a free guide on optimizing in-store experience, visit www.mt.com/us-cstores

To learn more about Fresh Look Promoter and its capabilities visit: www.mt.com/retail-freshlook.

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Self-Service Weighing Speed Up Checkout

Self-service weighing is a real game-changer in fresh produce management. One obvious benefit of self-service is speed in the checkout process. With a printed label on the fresh items there is no need to stop and weigh individual produce items in the checkout line. Another benefit often overlooked, is the reduction in shrink through checkout errors and misidentified produce, especially if you offer higher-priced organic options that can be inadvertently rung up as traditionally-farmed items.

Self-service can also improve your ordering processes and forecasts for fresh fruits and vegetables. This is an area that is new to many convenience store employees. Ordering fresh items for daily deliveries and rotating inventory are far different from restocking shelves with bags of chips. METTLER TOLEDO solutions enable you to easily incorporate local supplier information as easily as your big name

suppliers. As produce offerings increase, so does the complexity of your fresh display; modern self-service concepts ensure that the range of produce is manageable for the customer and for you.

Visual merchandising, promotions and cross-selling tips bring fresh displays to life, helping boost sales and profit. Convenience stores can communicate with customers at a crucial stage of their decision-making process: directly at the POS. Positioned at the heart of the fresh market, self-service scales represent an effective, attention-grabbing platform for immediate, targeted promotional messages that stimulate sales of high-margin products.

For more information on self-service weighing solutions for C-Stores or to receive a free guide sharing guidelines and best practices for self-service, visit www.mt.com/us-cstores.



Photo courtesy of NACS



UC-GT EVO Self-Service Scale with Scanner Option

Scoop on Checkout Fast Fresh Ideas

The METTLER TOLEDO line of checkout solutions is specifically designed to enhance the customer experience at the checkout with emphasis on speed. From models that can be integrated flat into the checkout counter to high-resolution weighing for items sold by weight such as frozen yogurt/ice

cream and bulk candy/nuts, there is a model to meet your unique needs.

Our weighing technologies offer you seamless integration with leading POS and scanner platforms. There are also low-profile scales with POS connectivity available for that can be



used as a point-of-sales scale or in portion-control applications. The METTLER TOLEDO support spans from implementation and certification to a comprehensive range of maintenance and after-sale service.

Managing Fresh Items Inventory, Compliance, Traceability

Introducing fresh items into your convenience store opens the door for new sales opportunities but also requires knowledge and experience in inventory management, tracking shipments and suppliers to provide traceability records, and compliance in signage and labeling.

Receiving daily shipments and rotating product inventory are essential to keep store produce fresh. Stores that have been most successful selling fruit and vegetables often use these items in multiple ways—generally beginning as whole fruit being sold as individual items, then selling the riper fruit as cut fruit or using it in smoothies made on site.

Tracking these fruit from receiving through the store and out your front doors needed. Compliance to COOL labeling requirements and traceability records can be done with METTLER TOLEDO solutions.

The GS1 DataBar encodes brand identification and additional data on variable and hard-to-mark products like fresh produce. In case of a product recall the information encoded in the GS1 DataBar is valuable in identifying the supplier and then the individual items that need to be removed and not sold. It allows for improved quality control at the shelf and improved product replenishment and reduced out of stocks. Additionally, brand identification through GS1 Databar supports improved category management and helps to reduce shrinkage. METTLER TOLEDO printers are able to create labels that support the GS1 DataBar.



Photo courtesy of NACS



UC-CWT Evo Counter Scale

Servicing Weighing Equipment Supporting Your Needs

METTLER TOLEDO offers a wide range of service to suit your daily needs — from the backroom prep area through checkout. With METTLER TOLEDO service you are ensured an optimal equipment uptime, performance, compliance, and the expertise necessary to maximize your investment.

METTLER TOLEDO offers support and repair services to ensure that your equipment meets the demands of your store. Service calls are made easy with around-the-clock availability, and delivery of original, high-quality parts is guaranteed.

METTLER TOLEDO also offers software



customization and integration services to ensure that your equipment is fully utilized to meet your unique business needs.

For more information on our services, call **1-800-METTLER** or visit www.mt.com/retail-service

Perfectly Placed Solutions for Convenience Stores



Photo courtesy of NACS

Trust METTLER TOLEDO to help you win the fresh battle for increased sales and shopper loyalty. For more information on any of the products and solutions in this newsletter, please contact **1-800-METTLER TOLEDO** or visit

► www.mt.com/us-cstores

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