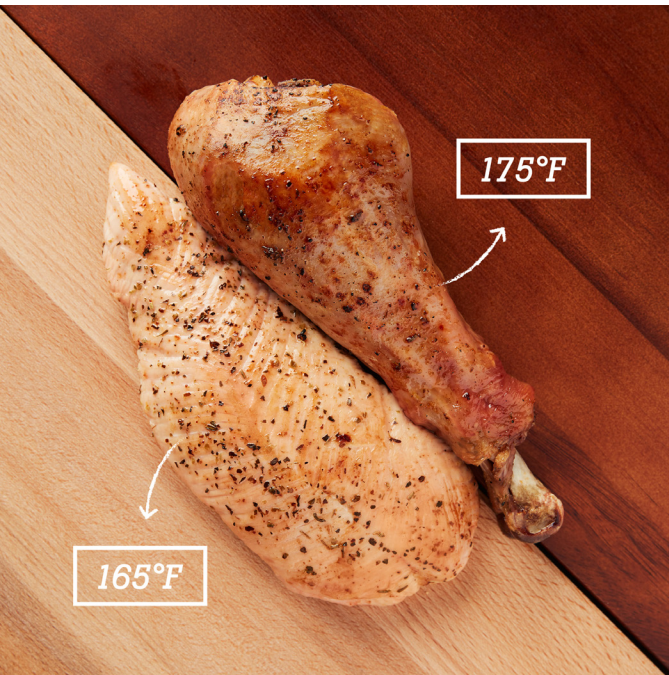


TODAY'S TURKEY:

A LOOK INTO CUSTOMER DECISION MAKING AT THE MEAT/POULTRY CASE

Visit ServeTurkey.org for more informational sheets, facts and recipes for everything turkey!



CHECKLIST TO PROMOTE TURKEY IN THE MEAT/POULTRY CASE

- Place recipe cards that highlight turkey's versatility and ease of preparation.
- Include aisle numbers for each recipe ingredient.
- If space allows, display recipe ingredients near turkey cuts.
- Price it right and offer it on sale often.
- Include recipes in weekly circular along with special sales for all ingredients.
- Keep the case well stocked, with a wide variety of cuts, and keep them below the cold line.
- Keep items well organized and easy to find.
- Keep products near expiration date/sale date on top.
- Add signage to indicate new and sale items.

FAMILIARITY



All shoppers consider familiar cuts and family favorites.



SALES ADVERTISING



Half of shoppers are browsing and ready to be influenced. In-store sales signage captures shoppers' attention and influences purchasing decisions.

LIST



Shoppers with lists can be influenced by in-store advertising.

OR

NO LIST



More than a third of shoppers without lists say that in-store advertising impacts their purchases.

TIME



Shoppers spend an average of five minutes at the meat/poultry case—longer if they don't have a shopping list.



APPEARANCE



Purchasing decisions at the meat/poultry case rely on price, appearance and cut.

