

A Concession Stand Initiative from Fargo Cass Public Health
to make it *fast & easy* for concession customers to select foods and beverages
that provide the best "fuel" for athletes, families, and fans.

FAST FUEL

Spring 2020
Issue 1
Volume 2



PRODUCT PLACEMENT

Placement of product influences sales. Customers are more likely to purchase products that are clearly visible and at eye level.

Placement areas to focus on at your concession stand include:

- > Counter Space
- > Beverage Cooler
- > Behind the Counter

AVAILABLE EQUIPMENT

Fargo Cass Public Health is proud to support local concession stands and provide equipment to make the placement of product easily visible and attractive.

How would the concession environment change at your next event with new bowls, a fruit chute, a refrigerator with a clear door?

We would be happy to work with you!
Contact us to learn more.





THE BEVERAGE COOLER

A simple rearrangement of the beverage cooler is an excellent placement strategy. The eye is drawn to the top, so by placing Fast Fuel beverages on the top shelves of the cooler, customers are likely to purchase these items.

The image above provides an example of how to rearrange the beverage cooler at your next event:

- > Water
- > Low/Zero Calorie Beverages
- > Sugary Beverages

THE COUNTER

The counter. Seems simple! Placing healthful food items on the counter in visible view of customers will increase sales of these items. The items are easy to grab, look appealing, and will drive profits.

Less healthful items, such as chips and candy, are recommended to be placed behind the concession workers. Placing these items further back from the counter draw the customers' eyes to the Fast Fuel items on the counter first.



CONTACT US

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