



Now more than ever, people are eager to get outside and get together. From grilling and picnics to graduation parties and the 4th of July celebrations, summertime has a lot to offer. Prepare your products and equip your store with the right labels to merchandise the summertime food experience. Choosing the right labels to enhance packaging can influence consumers by affecting their buying decisions. The right label that grabs a customer's attention can result in them purchasing a product that they would not have normally bought. Attention grabbing labels like 'Organic!' or 'Local' or 'New! Try Me,' – all of these seemingly simple labels are influential to the consumer's buying decision. Labels that add both color, or brand information can enhance a shoppers buying decision with a simple creative design element.



After being cooped up all winter, people are eager to get out and go shopping. Take advantage of the opportunities summer holds for increased sales and revenue. Setting up summertime product displays for consumers takes the hard guesswork out of shopping. Displays showcasing 'grilling' or 'graduation' items are perfect for the summer months. Utilize labels and signage that tell consumers exactly what a product could be used for or why they should buy that product. This makes the consumer think that they have a need for that item. Eye catching displays will help sell more product as consumers are much more likely to pick up an item on a display, even if it is not on their grocery list.



During the summer month, retailers should focus on meat and produce, as the summertime sees an increase in produce and meat sales. During the summer months, about **42% of Americans are spending most of their money on food.\*** Consumers want to know that their food is fresh and of high quality. Consumers also want to know where their food is coming from – the more localized the better. Clearly communicate this information to your customers by utilizing different types of labels. A simple label has the power to influence consumers' purchasing decisions and can make them buy more or buy items that they had not even intended on purchasing.



\* <https://www.shoppopdisplays.com/blog/2019/09/10/the-ultimate-list-of-retail-statistics-and-trends/>

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