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FOOD FOR THOUGHT

An attractive display that doubles as a taste-testing table kicks sales of gourmet food into high gear

OPPOSITE PAGE
Spice mixes and rubs (top shelf and under glass cube), **condiments** (middle shelf of sideboard) and **sauces** (bottom shelf), Summer Kitchen Fine Foods, 866-909-9005, www.summer-kitchen.com
Crackers (black boxes), **couscous** (orange boxes) and **olive oil** (on glass cube with peppers underneath), Dovetale Collections, 877-746-6698, www.dovetalecollections.com
Sauces (on glass cube to the right) and **balsamic vinegar** (middle shelf of sideboard), Wicked Gourmet Accents, 877-994-2533, www.wickedgourmet.com
Faux **bell peppers** and **bread sticks**, Two Hot Peppers, 800-490-7397, www.twohotpeppers.com
Napkins, aprons and **oven mitts**, Danica, 888-632-6422, www.danicaimports.com
Svalbo sideboard and **wall shelf**, Ikea, www.ikea.ca

How to create an elegant and engaging gourmet food display:

- 1.** Skip a standard shelving unit in favour of a kitchen-themed merchandiser, such as an island or sideboard, which visually connects the product to its end-use environment.
- 2.** Display products in themes and leave plenty of space between groupings to enable customers to move freely, and easily pick up individual items - being able to read labels and ingredients is an important part of the sale.
- 3.** Use faux food to help customers visually associate the nature of the display.



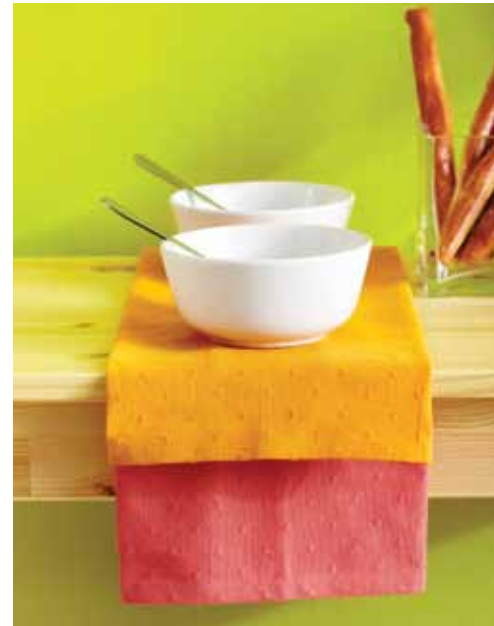
Gourmet food displays should be clean and crisp, yet also inviting





Climbing the Walls

Utilizing wall space is a quick and cost-effective way to add interest and harvest additional display space. Adding shelves above a floor display also closely resembles a home environment, which connects with customers on a personal level.



Taste Test

Taste-testing gourmet food is a must. Free samples act as an icebreaker, encouraging customers with no intention of buying to give it a try. After a few nibbles and some recipe suggestions, they'll be sold.



Glass Act

Cube vases and glass risers are a merchandiser's best friend. Use them upright to corral products or turn them on their side to add an additional level to a display. Light and airy glass lets the product pop while it recedes into the background.