



Tips From The Red Rose

Personalized Services For You

7 Supermarket Display Tricks Designed to Encourage Spending

- Higher priced items are often placed at eye level.
- Products in end-of-aisle displays may appear to be discounted, but may not be.
- Stores will stock expensive children's cereals at their eye level – and often stock candy in the same aisle.
- Some stores regularly rearrange merchandise on their shelves to pique your interest in new products.
- Pre-cut fruits and vegetables may save time, but always come at a steeper price.
- Some supermarkets tempt you with free samples of precooked takeout meals like roasted chicken or potato salad. These dishes are convenient – but expensive.
- Stores stock party snacks in the same aisle; chips dips, and sodas are also sold side by side. This is designed to encourage you to buy more than you need.