

Promising Practices in WIC Shelf Merchandising

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Desired Impact = Your “Sales Pitch”

Retailer Business Needs

- Faster Checkout: Efficiency
- Increased Volume: Category Growth
- Increased Trips: Loyalty
- Increased Purchase of Non-WIC foods: Basket Ring

Shopper Benefits

- Fewer Mistakes at Register (dual placement)
- Increased Redemptions of WIC foods
- Less In-Aisle Anxiety
- Shorter Shopping Trip/Time to Buy Non-WIC Foods

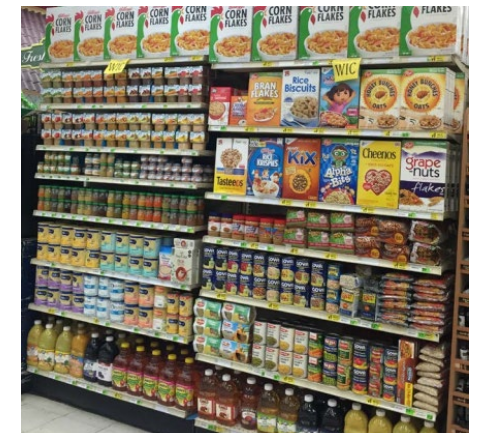
Success Looks Like...



Atlanta Kroger
2014: Kroger Staff
Perimeter location



Belle Vernon Walmart
2017: Kellogg Sales Rep
Perimeter location



Miami-Dade County Independent Stores
2017: LA WIC staff
Check out & Baby Aisle Location

Staffing:

Retailers

Large/Medium Chains: Category Managers/Buyers

- Identify key locations (this is not a chain-wide solution)
- Approach prior to annual shelf reset planning (Aug-Sept)
- Retail RDs could help you make connections

Small Chains/Independents: General Manager/Store Owner

- Reassure them that your role is to support, not punish

Manufacturers

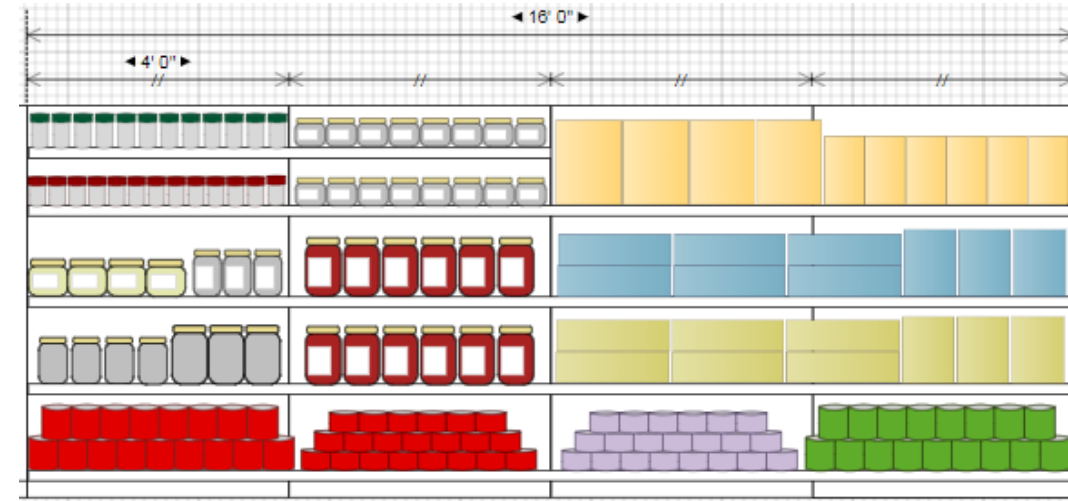
Sales Reps

- Ask for help connecting you to operations managers for large chains
- Help train them as your in-store teams “Category Captains”
 - Different manufactures will have different levels of influence to support your objectives

Local Agency Support

Vender Liaisons (NSA funds)

- Leverage LVL models or manufacturer training processes as a starting point
 - CA LVL program, FL Miami-Dade Project.



Planogram Example

Vendor Collaboration:

Encouraging and maintaining in-store improvements takes time, trust, and a talent for finding a win-win for shoppers and vendors alike.

Standard Store Call, a 5-Step Priority Driven Process

1. Prep: Understand shopper needs and vendor business
 - Have the latest state/local redemption data
 - Be aware of WIC and store policies
 - Know the decision makers availability
2. Relationship Building: Check-in and discuss the objectives of your visit
 - Ask open-ended questions to get more information
3. Increase Display: Do a perimeter walk and identify opportunities for WIC displays
4. Create a “Shoppable Shelf”: Walk the aisles and identify WIC planogram/ signage improvements
5. Collaborate: Ask what you can do to help
 - Discuss how your suggested changes would benefit business (use data from your prep work)
 - Offer tools for onsite “ambassadors” like employees, retail RDs, etc. (App signage, cross promotion tools, etc.)
 - Confirm any agreed upon changes and follow up items



For More Information

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