

Pantry Merchandising Tips

Client Choice Implementation Support



Below are some practical tips to help create a welcoming, nutritious, and client-friendly pantry environment!

#1. Smart Placement

Design your pantry layout to naturally guide clients towards healthier choices:

- ❑ Place fresh produce and other nutritious items at the entrance, encouraging them to fill their bags with healthier foods first. Reserve less nutritious items for the end of the shopping flow.
- ❑ Use shelving and displays to highlight high-nutrition items in high-traffic areas.
- ❑ Position healthy foods at eye level to boost visibility and selection.



#2. Creating a Sense of Abundance

Well-stocked displays signal freshness and abundance even when supply is low:

- ❑ Tilt baskets forward and front-face items on shelves.
- ❑ Combine half-empty bins to make displays look full.
- ❑ Use can dispensers or neat rows to keep items tidy and appealing.



#3. Use Nutritional Nudges

Make healthy foods more appealing and accessible with these strategies:

- ❑ **Convenience:** Put fruits and vegetables at the start of the line, and at eye level.
- ❑ **Attractiveness:** Use baskets, colorful tablecloths, and clean, quality produce to enhance presentation.
- ❑ **Normalization:** Create a “Healthy Ideas” table with simple recipe cards or meal tips to inspire clients.

#4. Strategic Signage

Guide clients with clear, friendly signage:

- ❑ Display produce posters or colorful imagery in intake or waiting areas.
- ❑ Label shelves to make healthy items easy to find and your displays more organized.
- ❑ More signs = more visibility for nutritious options.

“Our pantry’s adoption of a client-choice model has significantly enhanced its operations and distribution experience, leading to a more effective and compassionate response to food insecurity.”

Mickey D.
Eagle's Catch Pantry