Promising Practices in WIC Shelf Merchandising

Melanie Hall, MS RD
Kellogg Company: WIC/Retail Wellbeing Manager
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
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.
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
Miami-Dade County WIC Shelves Pilot:
• Eriko Robinson, Eriko.Robinson@flhealth.gov
• Isabel Martin, Isabel.Martin@flhealth.gov

Sales Team Training Industry Partners:
• Melanie Hall, Melanie.Hall@Kellogg.com
• William Kaericher, William@ADKstrategy.com

CA Local Vendor Liaison Program:
• Ruth Caldwell, Ruth.Caldwell@cdph.ca.gov