

Shop Healthy NYC!

Increase Impulse Purchases of Healthy Items with Product Placement: Healthy Checkout Aisles & End Caps

Why create a healthy checkout aisle?

Prominent placement and display of foods and beverages, such as at the checkout counter or on end caps, increase their rate of purchase and impulse spending. This prime real estate is often dominated by items that are high in fat, sodium, and sugar. You can help inspire impulse purchases of more healthful impulse purchases by replacing these junk foods with healthier foods and beverages or nonfood items.

Healthy checkouts are popping up nationwide. National chains and independent stores from New York to California are jumping on the health bandwagon and offering healthier foods or only non-food items in the checkout aisle. Join them in making the healthy choice the easy choice for your customers.

Suggestions for stocking your healthy checkout aisle

Your healthy checkout aisle should contain only healthy or nonfood items. Examples include:

- Whole or cut up fruit or vegetables
- Dried fruit
- Nuts and seeds
- Baked chips
- Granola bars
- Bottled water
- Sugar-free gum
- Nonfood items such as magazines, pens, batteries, and seasonal items

Snacks in your healthy checkout must meet the following criteria*

Nutrient	Criteria	Exemptions/Exceptions
Calories	≤ 200	
Total fat	≤ 7 g	Nuts, seeds, nut butters, cheese
Saturated fat	≤ 2 g	
Trans fat	0 g	
Sodium	≤ 200 mg	Cottage cheese: ≤ 400 mg
Sugar	≤ 10 g	Nuts, seeds, nut butters, cheese, fruit and vegetable products with no added sugar Yogurt: ≤ 30 g per 8 oz
Fiber	≥ 2 g	Only if products are grain/potato-based (eg, granola bars, chips)

* Criteria are from the NYC Food Standards. Visit nyc.gov and search *Food Standards* for more information.

Shop Healthy NYC! Beverage Planogram

How to create healthier beverage end caps

Similar to the checkout aisle, end caps are a prime spot for impulse purchasing. Create healthier beverage end caps by displaying **only** water or low calorie drinks on the top 3 shelves in end caps in your store. A sample end cap planogram is outlined below.

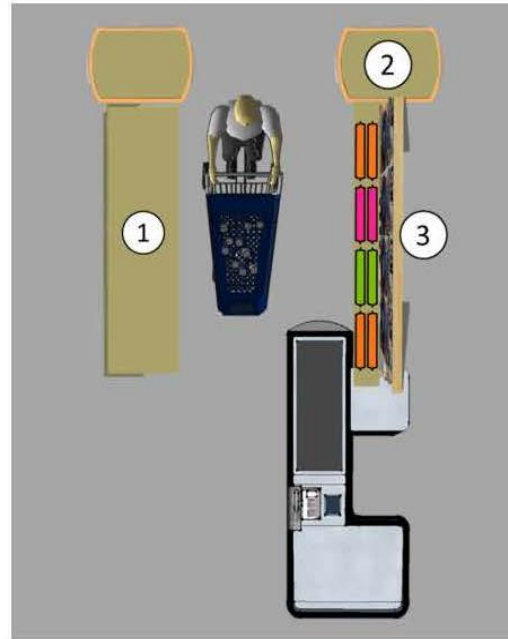


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Healthy Checkout Planogram

Your healthy checkout aisle should contain only healthy or nonfood items like....

- Whole or cut up fruit or vegetables
- Dried fruit
- Nuts and seeds
- Baked chips
- Granola bars
- Bottled water
- Sugar-free gum
- Nonfood items: magazines, pens, batteries, & seasonal items



1

Right Interior Product Examples

- Granola Bars
- Whole Fruit
- Healthy Chips
- Nuts



2

Left End Cap Product Examples

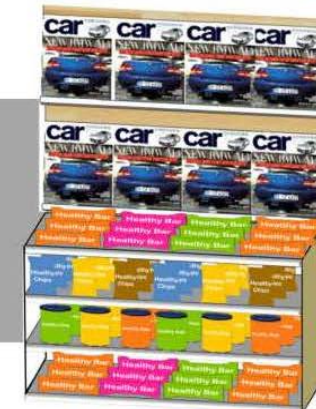
- Nuts



3

Left Interior Product Examples

- Magazines
- Granola Bars
- Healthy Chips



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