

Merchandise REESE'S® and COKE ZERO™ elements in your store

C-STORE MAP

- Merchandise in candy aisle
- Drives customers to cold vault

In Aisle Dangler



Food Service Area

Cold Vault

Candy Aisle

HERSHEY'S 238 ct.
King Size Shipper



Transaction Counter

Cooler Door Cling



- Merchandise
 - At the front of the store near the register
 - By food service area (fountain or roller grill)
- Captures impulse purchases
- Drives customers to the cold vault

- Merchandise on the cold vault
- Drives customers to shipper near register