



Happy & Healthy PETS

Pet Aisle Implementation

In partnership with Nestlé Purina



April 2021

Happy & Healthy PETS

PET AISLE STRATEGY



Pet owners love their pets, and IGA retailers should, too. With pet shoppers spending 27% more than non-pet shoppers, the pet category is the number two trip driver behind pharmacy, according to Nestlé Purina insights.

Additionally, as more people added pets to their homes and focused on their pets' health and well-being during the pandemic, the pet category didn't just weather the storm—it has thrived.

+5.8%

Pet food & treat sales estimated to rise

In 2020, pet food and treat sales increased 10% over 2019, and is estimated to rise 5.8% in 2021

– American Pet Product Association

PET AISLE STRATEGY

Why It's Time to Rethink Pet...

- Stores with an average or better pet performance have seen their total store performance 4 times higher than retailers with a below average pet performance
- Stores that lose a pet owner who shops in the category also lose 6 trips per pet shopper
- Pet is growing in grocery across most demographics in nearly every part of the country in both brick-and-mortar and online.
- Pet is a category that is driven around emotion and affection, which makes it tailor-made for IGA's locally owned, community-focused stores!

For complete pet strategy and to get started, visit <https://www.iga.com/corporate/pet-kits>



How it Works

By ordering the IGA Healthy & Happy Pets visual merchandising kit, you're taking the first step to increasing pet sales and making your IGA known as a true pet care destination.

The new pet aisle signage was designed to help you increase sales by attracting shoppers to the aisle, educating them on making the best choices for their pets, and making it easy to navigate between fresh, wet and dry food, and treats for both dogs and cats.



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THE CONTENTS OF THIS KIT



End Cap Toppers

Make it easy for shoppers to find your petcare products. Anchor the pet aisle location with 2 dedicated end caps that let your shoppers know your IGA is here to meet all their petcare needs.



In-Aisle

Aisle blades provide happy and healthy pet tips to give shoppers the knowledge they need to make the right decisions for their pets.



Floor Decals

The aisle becomes a destination by including the paw print floor decals—kids will love jumping from paw print to paw print and ask to visit the aisle every time they're in the store, which increases the chance the shopper will pick up items for their pets.

Not included in base kit but available at www.igasigns.com/pet

What's Included

IGA has made it easy to upgrade your pet aisle signage with this updated pet signage kit, which includes: hanging signs, end caps, aisle blades, rail strips, and mini blades.



Need some inspiration?

Check out this image gallery of photos from the first installation in Geissler's Supermarket IGA in Somers, CT. Scan the QR code or go to <https://photos.app.goo.gl/qcUDNwQkriBEXyoz8>



End Caps Qty: 2



Rail Strips Qty: 8



Hanging Signs: Double-sided Qty:1



Aisle Blades: Qty 6



Mini Blades: Qty 30 (6 of each)



Floor Decals: Qty 3



Paw Prints: Qty 10

End Cap Toppers

End cap toppers are designed to rest on the top shelf of each end cap and are mounted using the magnetic strips already attached to the front and side panels.

Rail Strips

Rail strips can be snapped into most grocery shelves and are intended for the end caps only. Use the green rail strips for the dedicated dog end cap and blue for the dedicated cat end cap.

Hanging Sign

This sign should be hung utilizing the hardware included. Locate the hanging either at the front of the aisle or halfway down the aisle—wherever it won't block the aisle marker. The bottom of this sign should be 7' off the ground.

Aisle Blades

Aisle blades should be hung using the hardware clips included. Locate the 3 cat blades near cat food and 3 dog blades near dog food. Mount the blade so that the top edge is 55" from the ground. Be sure to space aisle blades at least 5' from one another.

Mini Blades

Mini blades should be hung using the hardware clips included. Locate these mini blades in the pet aisle near the food with similar attributes. Position them approximately 5' off the ground so they are at average eye level.

Floor Decals

Floor decals should be evenly spaced throughout the aisle and do not need to be in front of the products they are promoting.

Paw Prints

Paw prints should begin outside of the main pet aisle entrance and lead into the pet aisle. Space the paw prints approximately 2' apart

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THE CONTENTS OF THIS KIT

In-Aisle Shelf Toppers

Not Included in base kit but available at www.igasigns.com/pets.



DIGITAL CONTENT

Promote on Social Media

Expand your petcare presence even more using IGA-provided content.


Tap into IGA's Shopper Solutions library for educational—and sales driving—articles that will have your shoppers feeling confident in the pet purchases made at your store.

Share these stories on your website and social media channels and encourage shoppers to register for the (coming soon!)

Find out more here!



 Scan Here



Do You Know How Much to Feed Your Cat?

Learn how things like the type of food you feed, your cat's age and her lifestyle are all important factors to determine how much to feed your cat.

[LEARN MORE](#)



Get Started Today!

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[Learn More](#)

Case Study

Read a case study from a recent pet aisle remodel that increased store sales by 10.5%, view merchandising and assortment tips, and find out how you can work directly with your Nestlé Purina rep and your wholesaler to make the most of your petcare destination department.

+10.5%

Pet Aisle sales 3 months after upgrades



SHARE PICTURES FOR A CHANCE TO WIN!

Send before and after pictures of your
pet aisle to marketing@igainc.com for a
chance to win **\$500** at www.igasigns.com



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