



**Brian McGregor, Archie's IGA Plus** St. Marie's, ID Whole Store Produce, Stock-Up Sale, Fresh Medium**Store Specs**

Size: 26,000 sq. feet

Average weekly sales:

\$145-150k

BEST PRACTICES

DEMORAMAS TAKE THIS STORE'S SAMPLES TO A WHOLE NEW LEVEL

STRATEGY

“While we host a cooking demo in one of our departments each week, our big Demoramas have become one of our signature events. Held on a Thursday afternoon from 3-6pm, the Demoramas are truly festive occasions, featuring demos and samples in each department throughout the store. While we do see an uptick in sales on the demoed items, the sales in the whole store are typically up about 10% on the day. Because they have been so successful, we now offer four Demoramas a year. We make sure that the cooking demos and recipes are different each time, but they always revolve around seasonal offerings. Some of our most popular demos include wine and beer samples, meat and cheese platters, and meatballs.”

WHY IT WORKS

For Our Shoppers

Festive Occasion

Our customers always tell us how much they love sampling our recipes and learning about new products, and our employees also have a great time. It is really win-win!

Great Meal Ideas

Each demonstration includes a printed recipe card, so customers can go back home and recreate the recipe for their families.

Something Different

We scan a variety of sites, such as Pinterest, to make sure that our demos always give our customers new ideas.

For Our Store

Increased sales

The Demoramas have become so popular, many shoppers come in specifically to sample, and they often end up leaving with several items.

Introduce New Food Items

Demoramas are a great opportunity for us to draw attention and drive sales on new products. For example, we introduced a pre-seasoned tenderloin during one event and our meat department quickly sold out of all four cases.

Valuable Feedback

As our customers sample new products, we get a better idea of what they like. Then, we can trace which products see sales spikes following the Demorama.

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DEMORAMAS PER YEAR

10%

INCREASE IN SALES

PRICING

FREE!

The Demoramas are free community events.

TACTICS

1. PLAN AHEAD

About a month before the Demorama, we start talking about it in the weekly meetings. This ensures that all of the departments have plenty of time to plan what they are going to demo.

2. GET THE WORD OUT

Two weeks before the Demorama, we run an ad letting everybody know they can “enjoy a taste of the season.” We also begin posting about the event on our social channels.

3. CHOOSE YOUR RECIPES CAREFULLY

You want to give the customers something that is interesting enough that they want to take it home for the family, but simple enough that they aren’t intimidated.

4. BE PREPARED

On the day of the demo, give yourself plenty of time to get set up. Make sure that you have the stations prepped with everything each department will need and that you have enough recipes printed for customers to take home.

PRO-TIPS

Educate the employees who are demoing. You want to make sure that they are comfortable cooking in front of a crowd and that they have tried the product, so they are able to answer any questions that come up.

We have found that just demoing the products increases sales enough that we don’t really need to offer an additional discount. We might offer something small, like a \$0.50 off coupon for a pizza, but we are still looking to make a profit.

Don’t be afraid to try something a little different. Customers might surprise you by really responding well to an item you didn’t expect to be popular.

Choose your day and time carefully. We originally tried hosting the Demoramas on a Friday, but found that it was a little bit too crazy. By moving them to Thursdays from 3-6, the events are more manageable, and we increase sales on a day that is typically a bit slower than the weekends.

