

MERCHANDISE FOOD

FARM MARKET & AGRITAINMENT

RETAIL CONSULTING & PROJECT SERVICES



**GROWING PROFITS IN
ON-FARM STORES, LOCAL MARKETS &
FRESH PRODUCE RETAILERS**

IS YOUR STORE...?

NEEDING TO MODERNIZE
GETTING READY TO OPEN
REQUIRING A NEW STRATEGY
FAILING TO REACH ITS FULL
POTENTIAL

LIMITED BY THE CURRENT
PRODUCT OFFERING

DESIRING AVERAGE BASKET
SIZE INCREASES

LACKING HIGH IMPACT
DISPLAYS

USING SPACE POORLY

LOOKING FOR A NEW
FOODSERVICE CONCEPT

STRUGGLING WITH
INEFFICIENT OPERATIONS

EXPERIENCING SHRINK LOSSES

STRUGGLING WITH GUEST
EXPERIENCE OR LONG LINES

CONSIDERING SERVICE /
MERCHANDISING TRAINING

OPENING ANOTHER LOCATION
EXPANSION / REMODEL

TRYING TO SOLVE A UNIQUE
HANDFULL OF SPECIFIC ISSUES

NAVIGATING A GENERATIONAL
TRANSITION

LOOKING FOR A THIRD-PARTY
PERSPECTIVE

WE CAN HELP



GROW YOUR FARM STORE

A DETAILED CONSULTATION & FARM STORE REVIEW CAN PROVIDE VERY SPECIFIC ADVISE TO REACH NEW LEVELS.

WE'VE WORKED WELL WITH INDEPENDENT / FAMILY-OWNED BUSINESSES FOR OVER A DECADE TO:

- Help on a "spot" basis or join the team as a member or coach for a season.
- Pinpoint factors limiting success
- Provide specific advice with resources and visual examples.
- Think strategically "as if" we were in your shoes (or work boots).
- Tackle topics delicately when needed
- Surface key opportunities and establish priorities amidst brainstormed ideas
- Execute and work projects through, not just start them.

Contact Merchandise Food to schedule a complimentary consultation today:

<http://www.merchandisefood.com/schedule-consultation.html>

585-750-0182



A PROUD 2024 MEMBER OF
NAFDMA
International Agritourism Association



SELECT SERVICES

LAYOUT & STORE PLAN REVIEWS

EXISTING STORE ASSESSMENTS

RETAIL ADVISORY

PRODUCT MIX CURATION

VENDOR SOURCING

DECOR & VESSELS & FIXTURE SPECIFICATION

STORE OPENINGS & DISPLAY RESETS

FOOD LABELING & PACKAGING

STORE SIGNAGE

MERCHANDISING COACHING & TRAINING

TECHNOLOGY / POS



CASE STUDY: S. CLDYE WEAVER



Lancaster, PA

project: year advisory focused on evolving retail, low cost market "makeovers", implemented organized strategic & compelling displays, employee training, added fresh produce department

BEFORE & AFTER EXAMPLES



TESTIMONIALS

Jonathan provided expert consulting on much more than retail merchandising. Not only was he able to effect significant change from the front of house marketing perspective, he also performed high impact reviews of operational systems, decision making procedures, and offered connections to many industry leading contacts. His work with S. Clyde Weaver has been incredibly valuable and has given our company a new understanding of how to competitively operate a brick and mortar retail store.

William Roche, CEO

Our experience working with Jonathan Raduns was very positive. Jonathan entered the workplace and quickly discovered what he needed to know of our history and product line. He also connected with our business culture to understand the relationships of our team with our customers. Our company is in the fourth generation of ownership after 100 years of traditional farmers market activity. We needed to change to a more up to date and efficient model to adjust to a rapidly changing retail marketplace around us. Jonathan helped us understand how to engage the marketplace of 2020 with understanding of people, product, displays and store layout. I fully recommend Jonathan for retail support services.

Dan Neff, Owner

TURN-KEY SUPPORT TO EVOLVE YOUR STORES
ENHANCING PROFITS IN EXISTING MARKETS

Schedule a consultation today @ www.merchandisefood.com



CASE STUDY: JOHNSON'S CORNER FARMS

A PREMIER SOUTHERN NEW JERSEY AGRITAINMENT FARM & MARKET

IMPACTFUL DISPLAY EXAMPLES



MEDFORD, NJ

project: reinvention of the fresh produce department, employee training, visual merchandising retail & foodservice strategy work with company leadership, product mix development, Robust POS technology solutions referral



TESTIMONIAL

Our family owned business needed fresh eyes and ideas to advance our fresh produce department forward. We engaged Jonathan Raduns & team to perform a retail assessment of our on-farm fresh produce & food market. Over the next 6 months Jonathan coached management team members, trained employees, and addressed stagnant sales and shrinking gross profit margins with our ownership. The results were really impactful and included maximizing customer flow, creating effective displays, establishing supportive new vendor relationships and minimizing shrink (loss). The net effect has been an increased gross profit from 37% to 45% in 2014. I highly recommend Jonathan's retail food merchandising and strategy advisory services.

Eric Johnson, Owner



BUILD YOUR OWN TEAM'S RETAIL EXPERTISE
GENERATE MORE PROFITS IN THE SAME SPACE



CASE STUDY: SUN HARVEST CITRUS

DESTINATION CITRUS, LOCAL FL MADE FOODS, SOUVENIR & ICE CREAM STORE

BEFORE & AFTER EXAMPLES



FORT MYERS, FL

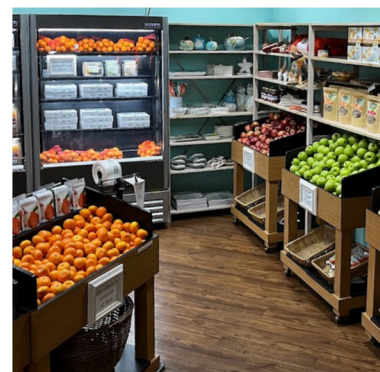
project: store assessment
and re-envisioning retail &
foodservice operations, store
fixture and merchandising
reset, local product mix
development



TESTIMONIAL

Merchandise Food helped us
tremendously to reset our Sun
Harvest store in Fort Myers
over the past year.

Alex Brown, CEO
Indrio Brands



ADD COMPELLING STORE ENTRANCE DISPLAYS
EXPAND OFFERINGS TO INCREASE OPPORTUNITIES



EXTRA GUIDANCE TO BUILD MORE SUCCESSFUL PRODUCT & MENU OFFERINGS

CUSTOM CURATED
ASSORTMENTS &
MERCHANDISING
ALIGNED TO YOUR
BRAND.

OUTSOURCED LOCAL
FOODS RESEARCH &
SOURCING. LEVERAGE
OUR ON-GOING
RESEARCH.

SIGNATURE SIGNAGE
SOLUTIONS



BESPOKE MARKETS GIFTS CAFES GRAB&GO KIOSKS

Schedule a consultation today @ www.merchandisefood.com

EXPERTISE TO CHOOSE THE RIGHT TOOLS OF THE TRADE

ADVISORY & SPECIFICATION

Add Merchandise Food to your team to begin optimizing your selling space. Key factors in your **millwork design, props, fixtures, equipment, vessels & decor** play roles in compelling and profitable displays. We'll consider **modular solutions to promote future flexibility.**



Let Merchandise Food help you present high visibility packaging & labeling to of your fresh grab & go foods to drive impulse sales. We can help you **implement technology to streamline pricing** products. **We'll coach your team or complete turn-key projects for you.**

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**THE MOST
SUCCESSFUL
RETAILERS DO
THE THINGS LESS
SUCCESSFUL
RETAILERS DON'T
WANT TO DO.**

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