



Multivendor Endcaps (MVEs) for Maximum Profit

MVEs provide secondary placement of core candy and snack SKUs in high-traffic areas to boost impulse purchases and increase incremental sales. It's an easy way for channel partners to work together to drive profitability in all categories. *Interested?* Starting a program is easy!



RETAILERS

MVEs place a mix of the most popular items in the best store locations, resulting in more impulse purchases of the best warehouse-delivered brands and stronger incremental sales for you. *How?*

- Contact your distributor to map out your strategy
- Develop a planogram that works for your market
- Place the MVE racks

DISTRIBUTORS

MVEs ensure that warehouse-delivered products capture a greater share of space in high-traffic store areas for the best-selling and most profitable items. *How?*

- Work with key manufacturers and your customers
- Create merchandising strategies
- Develop custom planograms and programs

MANUFACTURERS

MVEs are the ultimate merchandising tool that allow you to work across the channel to increase incremental sales. *How?*

- Promote the value of MVEs
- Work with distributors on an individual basis to create MVE programs and placements