



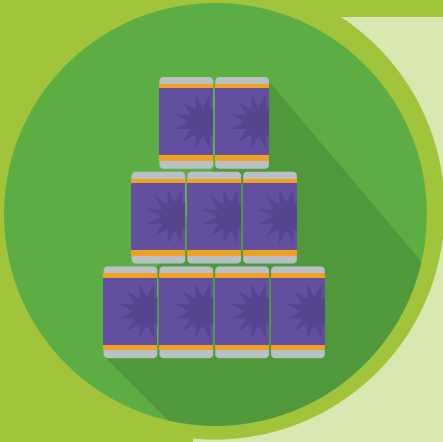
*Grocery stores are designed to make you slow down and wander around—and spend more money in the process*



## MUSIC

Studies have shown that music can affect your purchasing behaviors

Slow music makes you take your time and spend more money, while classical music encourages you to buy more expensive items



## BULK SALES

The promotion of bulk pricing can entice you to buy more product than you need, at prices that aren't necessarily cheaper

If you really do need more, be sure to compare unit and volume prices to see if you are actually saving



## STORE LAYOUT

The dairy department and other essentials are usually located in the back of the grocery store

This makes you walk through the entire store to get what you need, increasing the likelihood that you'll buy more



## SAMPLE STATIONS

These delicious freebies are only there to break down your defenses and get you to buy something you wouldn't otherwise purchase



## BAKERY LOCATION

Grocery stores place the bakery department near the entrance, hoping that the smell of baked goods will activate your salivary glands and entice you to buy



## CHECKOUT

This is the most profitable area of the grocery store

Glossy magazines and shiny candy bars entice you to throw a last-minute item or two into your basket