

# Recommended Aisle Top Categories when Positioning Adjacencies

Organizing by shopper convenience, merchandise high-profit categories adjacent to traffic-generating categories to increase overall profit.

## Adjacency and Flow Example

	Beverages			Baking					Yogurt	
	Fluid Milk*	Cultured	Refrig. Bev.	Eggs	Cheese*	Marg.- Butter	Refrig. Baking	Refrig. Pasta and Sauce	Refrig. Desserts	Yogurt*
Recommended Share of Aisle Space	25%	5%	7%	8%	18%	5%	5%	1%	1%	25%

\*Anchors

**Note:** Refrigerated Baking includes bread, English muffins, and biscuits, hand held sweets, pie crust, and sweet breakfast baked goods. Refrigerated Desserts includes gelatin and pudding.

Some retailers have moved Pasta and Sauce out of the department and into the Deli area, which may be a better fit.



American Dairy Association & Dairy Council, Inc.