

# Make your dairy case more profitable.

## Hygiene

The milk case should always be sparkling clean in order to build customers' confidence in hygiene, freshness and quality of food.

Avoid using strongly scented cleaning products in the dairy case, to minimize risk of odor absorption. To maintain a clean dairy case, follow daily and monthly cleaning procedures:

### DAILY CLEANING SCHEDULE:

- Wipe down glass doors and mirrors with approved cleaning products.
- Wipe down any milk spillage in the dairy cooler.

### MONTHLY CLEANING SCHEDULE:

- Deep clean the milk case with approved products.
- Wash shelves with approved cleaning products.

## Temperature Control

Milk that is exposed to temperatures outside the recommended 33 to 38 degree range will deteriorate quickly resulting in customer complaints, loss of stock, time and profits.

### UPON DELIVERY:

- Check milk temperature.
- Milk should be moved promptly from the delivery truck to the cooler to avoid temperature elevation and exposure to light.

### DAILY:

- Check milk case temperature.
- Check milk case lights.
- Report any refrigerator problems to your maintenance department immediately.

## Milk Sales

- It is important to ensure that the full range of milk products are in stock during business hours.
- It is recommended that weekly milk sales printouts are used to identify daily sales for the entire range of products.
- Sales records will not indicate what might have been sold if out-of-stocks had not occurred. To minimize lost sales, a daily out-of-stock report should be completed.

## Planograms

- Comply with the approved product range list.
- Maintain corporate planogram integrity.
- Planograms should reflect demographics to meet consumer demand.

## Rotation

The following routine will be of assistance:

- Make sure that new stock is at the back.
- Make sure that old stock is at the front.
- Check conditions of all stock items.
- Remove damaged or outdated items.
- Face up as necessary by moving closer sell-by-dates to the front of case.

## Sell-By-Code Policy

As a suggestion, Keep it Fresh!! Stores and/or suppliers should take milk, dairy or refrigerated products from shelves 3 TO 7 DAYS from the expiration date to maintain fresh impression.

## Stockweight

Good stocking procedures should be regarded as a part of good customer relations. There should always be enough products on display to meet customers' demands.

### QUANTITIES:

The amount of stock orders depends on the following factors:

- The rate of sales over previous ordering periods.
- Stock-on-hand at the time of ordering.

Reasons for out-of-stocks should be noted.

### PRIOR TO ORDERING:

- Be familiar with all commodities concerned.
- Determine stock levels.
- To assist in ordering, refer to the daily in-store out-of-stock report.

It is a challenge for a store to order so that product quality can be maintained and out-of-stocks eliminated while making profit at the same time. Efficient ordering is a key to the success of any dairy department.

## REMEMBER:

- **Keep a daily record of out-of-stocks to assist you in ordering.**
- **Customers shop elsewhere if milk varieties continue to be out-of-stock.**
- **A large percentage of customers will not substitute a pack size.**

