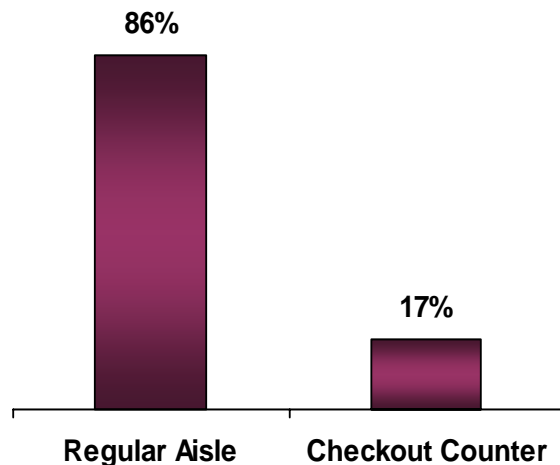


Increase sales by placing gum at the checkout counter.

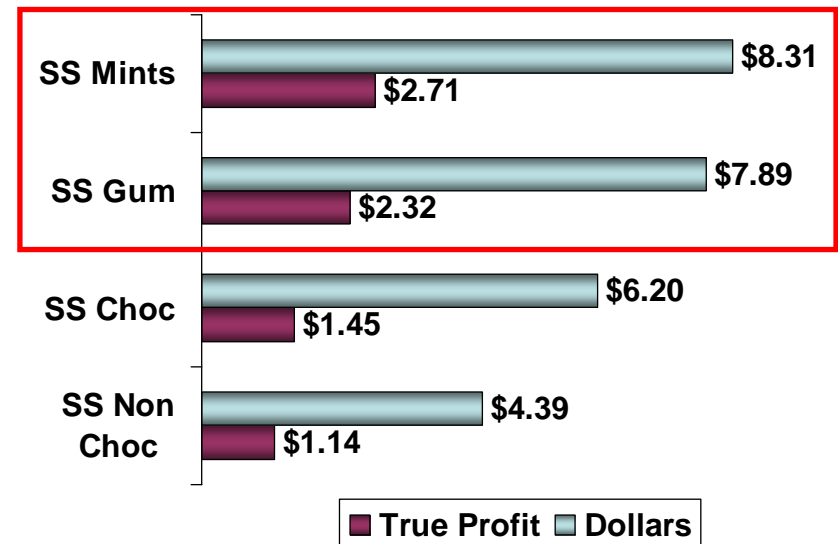
Shoppers look to make their chocolate purchases in-aisle.

Gum & Mints at the checkout maximize sales & profit in limited space.

% Shoppers Shopping Each Fixture Type
(Retailers with Chocolate at Both
Checkout Counter & Regular Aisle)



Single Serve Confections
Sales/Profit Per Linear Ft.



**Front end space is limited & valuable.
Maximize sales & profit within this given space!**