

GIVE YOUR SALES A SUGAR RUSH.

Introducing McLane's candy multi-vendor end cap program.

This special offer gives you 15 percent off the top-performing products for confection.* Plus, the display rack, up to a \$400 value, is yours free. See for yourself how this merchandising solution can increase your category sales by up to 20 percent** and qualify you for planogram compliance incentives.

- Save 15 percent off these top-selling confection items*
- Get the display rack, up to a \$400 value, for free
- Maximize your store space with this highly versatile end cap
- Choose from four different merchandising solutions available to suit what is best for your store
- Receive up to \$200 per year in planogram compliance incentives
- Drive additional sales with the Theater Box Confection add-on topper containing the fastest growing items in the industry



Take advantage of one of the most profitable segments in the industry today

- Increase category sales by up to 20 percent with secondary multi-vendor placements**
- Tap into the huge potential of impulse sales, 37 percent of which are made by confection shoppers***



Display configuration A
Includes only the front rack, with no wings or topper
\$892.24+



Display configuration D
Includes the front rack with "theater" topper.....**\$939.58+**



Display configuration B
Includes two wings, but no topper.....**\$1,064.08+**



Display configuration C
Includes two wings and the topper.....**\$1,190.89+**

Order now through the McLane Virtual Trade Show, or contact your Category Manager for more details. www.mclaneco.com/goto/CandyMVE

*Cost represents retail product only and does not include McLane markup. Note: Lead time is four to six weeks on large orders of more than 125 racks. *Top-performing products are determined using the McLane Item and Sales Analyzer (formerly M-Pulse). **Source: American Wholesaler Marketers Association ***Source: Meyers Research Center, "Convenience Store Close-Up, 2004" and Marketfacts. ©2009 McLane Company, Inc. All rights reserved.

