

Some retailers are hoping the economy will improve
– others are doing something about it.

Find out how.



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MERCHANDISING: Mars Offers Back-to-School Candy and More

June 9, 2009



Grocery retailers will be able offer kids returning to school an unparalleled selection of merchandise featuring the classic M&M's, Snickers, Skittles and Starburst brands. This fall, Mars Retail Group (MRG), a division of McLean, Va.-based Mars, Inc., is offering numerous merchandising options and is able to create customized kiosks at virtually any price point. Henderson, Nev.-based MRG's cohesive plans for displays and end caps encompass candy, novelty and gifting.

"The M&M's brand offers the two key things that independently can drive any retail sales program: iconic brands and recognizable characters," explained John Capizzi, MRG's general manager, licensing. "We are one of only a few companies that can bring both to the table in a meaningful way."

Cincinnati-based Kroger, for example, will be rolling out a collection of M&M's brand licensed products for back-to-school in select store locations. Featured items will include apparel, loungewear and kitchen/home products.

Among the items that grocery retailers can offer to appeal to college-bound seniors who need to dress up a dorm room are the M&M'S® Brand iPod digital alarm clock, M&M's brand desk lamp, M&M's brand USB-powered desk fan, and M&M's brand blankets and pillows.

Meanwhile, grocers with "tween" and teen shoppers can offer M&M's brand themebooks, pencils and portfolio folders; M&M's brand ear buds, available in five colors (red, pink, blue, orange and white); and Skittles brand Lip Smacker lip gloss from Bonne Bell.

Additional new items from MRG include Games for Nintendo DS and Wii, and M&M's brand jackets from JH Design.

For additional information, call (702) 458-8864.

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Snacks Dominated Top Coupon Categories in June: Coupons.com

July 21, 2009

Snack categories took the most spots on the list of top 10 popular online coupon categories printed in June, according to digital coupon network Coupons.com. Sweet Snacks, Cookies, and Salty Snacks ranked fourth, fifth and eighth, respectively. [More >>](#)

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Energy-Efficient Open Refrigerated Cases Available

Structural Concepts' new EnergyWise refrigeration system was designed to reduce energy consumption by more than 50 percent, saving 28.7 kilowatt-hours per day and up to \$1,000 a year in electricity costs, according to the Muskegon, Mich.-based manufacturer.

Terra Technology Recognized for Demand Sensing Software

Terra Technology, a Norwalk, Conn.-based provider of demand-sensing and inventory optimization solutions for consumer products companies, was recognized as one of SupplyChainBrain's 100 Great Supply Chain Partners for the fourth year in a row. The company was also included in the 2009 Supply & Demand Chain Executive 100 list for the fourth time and was an American Business Awards finalist in two categories, Best Overall Company and Most Innovative Company.

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