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HL supports customers to win in the food-to-go

As today's consumers re-prioritise how they spend their time, convenient and fast shopping experiences are no longer optional – they are essential. HL offers a range of solutions to help retailers and brands to capture the food & beverages to go opportunity.

The move towards convenience, driven by macro trends such as the increasing number of single households, longer working hours and urbanisation, has left its mark on grocery retail. As out-of-home consumption and meal delivery services enjoyed increasing popularity in recent years, retailers have experimented with store formats, introduced in-store cafés and restaurants and expanded their offer of prepared meals.

“Restaurants and food-to-go specialists took share from traditional grocery retail as fewer shoppers chose to cook at home every day,” says John Southerington, Product Manager at HL Display. “Grocers are now trying to claim back the business by expanding their offer of prepared and convenient meal options.” In recent months restaurants and food-to-go specialists have seen less traffic as more consumers chose ‘eating in’ over ‘eating out’. “Even though consumers visit restaurants less, they still don’t necessarily want to cook more,” explains John. “I expect especially pre-packed meals to grow the category for grocers in coming months. The trend for food to go is here to stay.”

Solutions for fast and convenient shopping experiences

HL's product range includes several solutions for food & beverages to go:

- **Roller Track™** – a shelf-ready gravity-feed system that ensures automated front-facing, allowing the shopper to make their choice quickly and easily
- **NEW Glide Track™** - a highly flexible shelf ready solution which allows for merchandising of different packaging size and formats in limited space
- **NEW Double-stack dividers** – a smart solution to optimise shelf space
- **Multivo™ Max** – a low maintenance pusher tray system that keeps shelves neatly organised and allows for communication on shelf
- **TurnLoader™** – a rotating shelf with straight edges that allows for more efficient merchandising and more products on shelf
- **Communication solutions** – shelf trays, top signs and shelf edge communication guide shoppers through complex assortments and help them find what they are looking for, quickly

As retail continues to evolve rapidly, responding to ever-changing shopper needs and expectations is essential. To help retailers and brands win in the physical store, we supply a diverse range of solutions, specifically engineered with shopping experience, store efficiency and sustainability in mind.

To learn more about our solutions for food & beverages to go, contact us today.

About HL

HL is a global leader in in-store merchandising and communication solutions, helping customers to create a better shopping experience around the world. Founded in 1954, HL today is present in more than 70 countries and solutions can be found in 295,000, helping customers to grow sales, inspire shoppers, drive automation and reduce waste. The three customer segments are retail food, branded good suppliers and retail non-food.

The HL Display Group has its headquarters in Stockholm, Sweden and sales companies covering 26 markets as well as distributor partners covering the remaining markets globally. Our four production facilities are located in Sweden, Poland, the UK and China and handle a variety of industrial processes, including plastics and metal fabrication, printing and assembly.

The company has 1,045 employees and net sales of 1,594 MSEK. HL is awhile owned subsidiary of the listed Swedish investment company Ratos.

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