

Pump up the (retail) volume

So millennials want to be healthy but have a little fun too. If you're not already doing these things, consider implementing some of these ideas in your store:

- A store bar that serves local beers or kombucha that allows shoppers to grab a beverage and drink while they shop.
- Digital areas in the store, even at the kombucha tap, that tell the story of where the product is produced.
- Common areas for consumers to hang out, work, drink coffee.
- Have fun with produce, create eye-catching, colorful displays that draw people in.
- Multi-offerings in foodservice, from hot to cold meals. Some brick-and-mortar stores report that foodservice now accounts for more than 50 percent of sales revenue.
- Lots of quick and easy, convenience products, merchandised throughout the store. Or merchandise in a way that is easy for customers to connect the dots, some crackers next to the cheese, or peanut butter snack pouches by the apples.
- Music. Why not get that up-and-coming local artist to play on a Friday evening while people shop and eat?
- Community meals. Nothing draws a crowd like a \$5 dinner and makes it easy and affordable for these young shoppers to meet up with friends.
- Play up the holidays with kids events, scavenger hunts, costume parades, someone to read books to children while mom and dad shop. What can you do to make the shopping experience fun for parents shopping with their little ones?