



INSPIRATION FROM US
RETAIL
AMOOBI TEAM



Stop&Shop®

Bellingham, MA



While it's common to have impulse purchase at check-out, this Stop and Shop has a fridge with Food to Go options (drinks, snacks/yogurt) to go with the meal. A great way to provide chilled impulse options as we see that many Food to Go baskets only contain the meal



Wegmans

Rochester, NY



Wegmans is encouraging shoppers to discover new craft beers by offering a Craft Your Own Pack option. A nice way to create product discovery in a very active category (craft beers).



Wegmans

Rochester, NY



The sense of discovery and cross-purchase is everywhere in a Wegmans. As a Belgian and European, I was surprised by the proposed combination of a Belgian beer (Chouffe) with a French Cheese (Comté) but why not?



Stop&Shop®

Bellingham, MA



Left side is diapers and right side is Juice. While the combination is a bit unexpected, the idea is actually interesting. Diapers, a heavily destination oriented category with a more impulsive / family oriented product (juice) can create a additional purchase in the basket.



TARGET

Warwick, MA



A very slick design for this beauty department with a lot of interesting choices. One of the most surprising to me was the idea to include hardware into the related department (electric shavers with men care, dryer with hair care, etc...). It's the brand new Beauty design of Target that can also be seen in their last flagship in NYC (tough a bit scaled down as the store is much smaller)



TARGET

Warwick, MA



Target made the choice of an expanded dedicated men corner with all men related product (including electric shaver). This includes some branded corners and a very nice product presentation which most likely leads to bigger baskets as everything is available in one location for men.

MADE WITH ♥
SAFE • SIMPLE • EFFECTIVE

| INGREDIENT | WHAT IT ACTUALLY MEANS |
|------------------------------|-----------------------------------|
| Water | You know this one... |
| Cocamidopropyl Betaine | Cleanser derived from coconut oil |
| Sodium Chloride | Table salt to thicken body wash |
| Sodium Lauroyl Sarcosinate | Cleansing salt |
| Sodium Cocoyl Isethionate | Cleanser derived from coconut oil |
| Fragrance | Eucalyptus & Mint |
| Sodium Salicylate | Sodium salt |
| Sodium Benzoate | Food grade salt |
| Citric Acid | Food grade acid for pH balance |
| Eucalyptus Globulus Leaf Oil | Eucalyptus oil |

DIRECTIONS
Lather. Sing. Rinse.



Warwick, MA



A simple way to explain all the ingredients of this product. Smart and fun.



Walmart 

Tucson, AZ



Large clear signage to help Walmart shoppers quickly understand where are the different categories.

Thank you!



www.amoobi.com



Amoobi
20 rue de l'industrie
1400 Nivelles
Belgium