

KitchenAid

2023



Offline Merchandising Guidelines

Kitche**n**Aid

EMEA Offline Merchandising Guidelines

2023



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Selective Distribution Agreement (SDA)



You have received this guide as a chosen **Authorised KitchenAid dealer**. It is important you follow it as part of the SDA (Selective Distribution Agreement) criteria that you have agreed to.

These rules matter because merchandising matters! The more consistent we make our merchandising, the stronger the connection we make with our target customer. This leads to better brand performance and conversion to sales in store.



Goals of this guide

- ✓ **Driving a premium brand execution in our markets at the point of sale**
- ✓ **Creating consistently inspiring in-store experiences in the EMEA region**
- ✓ **Establishing key merchandising principles for top sales**

How to use this guide

We created this guide to make it easy for you to display our products in store, so that they look their best. Familiarise yourself with each section in order to create a premium KitchenAid experience... every time.



Glossary

What do we mean and what display do you have?



Category & Products

What is available for you to display?



A Guide to Merchandising

How you correctly display the products.



Colour

Why colour so important and how to get it right.



Are you Ready?

Final checklist to make sure your display is perfect.



Glossary

Glossary

What do we mean by certain terminology?

These references are here to help you recognise and define your space.

Make sure you understand this first, so that you understand the principles in application. This includes PPOS, printed POS, Gondola ends, Mid aisle, table and Bespoke displays.



Shelf Display

Any kind of permanent Point Of Sale (PPOS) that is used on the shelf. This can include Risers, Counter Top Displays, and Attachments modules and spinners.



POS

Any kind of printed material for use on the displays, including leaflets, hangers, stickers and bus stops. The colour disc display and similar items are also included in this description.



Gondola End

Any end of aisle or walkway facing shelving or graphic. Usually between 1m and 1.2m wide.



Mid Aisle

Any shelving in store that is not a gondola end. Mid aisle shelving can be anything from a single 1 - 1.2m wide bay to multiple in a row.



Table

Any non gondola or shelving display in store. Tables may have box storage but always have a large expanse to display product, usually viewed from every side. Some have a taller 'booster' style central shelf.

Bespoke Branded Displays

You may be supplied with a bespoke branded display that is not part of your in store furniture. This is to be placed in a designated KitchenAid brand zone.





Category & Products

Mixing & Attachments

Including; Large Bowl-Lift, Medium & Small Tilt-Head Mixers, Corded and Cordless Hand Mixers, Mixer Attachments and Mixer Accessories.



Food Preparation

Including; Blenders, Food Processors, Food Choppers, Corded and Cordless Hand Blenders.



Coffee & Breakfast

Including: Coffee Machines, Drip Machines, Coffee Grinders, Kettles and Toasters.





A Guide to Merchandising



Merchandising matters

The more consistent we make our merchandising, the stronger the connection we make with our target customer!

Placement, Assortment, Orientation and **Colours** are our key fundamentals. These are always supported by consistent messaging and allowing every product its own space. These principles matter.



The perfect mix

Done well, merchandising gives our products a chance to make a big impression in the real world. When consumers see KitchenAid products on shelves, we want things to feel familiar. Using this document effectively creates a recognisable experience...

...every time, everywhere



Our Why

Lead in colour

We bring colour. Colour is at the centre of the KitchenAid product story. Colour should be a top-line consideration when setting up any display space.

Be iconic

Our products are iconic. Our products are our hero, and we should make sure they are displayed in the best possible way and given space to shine.

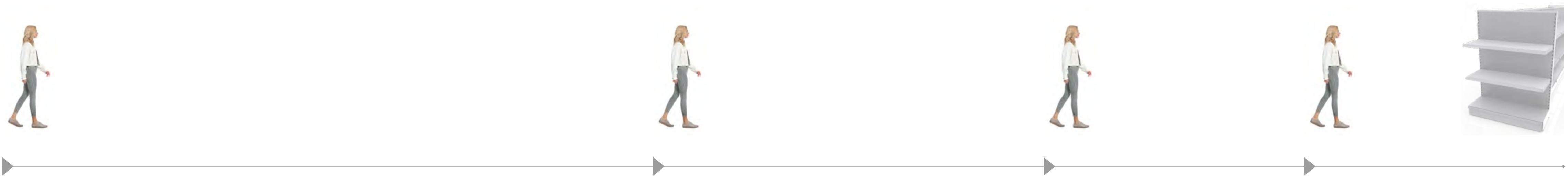
Create experience

We create human connection. We support our product with POS and language to inspire the customer to become makers with KitchenAid products.



Clean & Clear Presentation

You must deliver a consistent experience to our consumers no matter where they meet us, online or offline we want consumers to feel a sense of familiarity which helps them better navigate decision making...



9m

Key objective:

Brand recognition

Prominent branding to signpost the KitchenAid destination. Place any brand logos high enough to be seen across the store.

3m

Key objective:

Awareness & inspiration

Draw customers in with inspirational imagery. Can they recognise the **assortment** and category?

1.5m

Key objective:

Product focus

Are the products & colours correct? Bring products to life using the correct **placement, orientation & colour.**

0.5m

Key objective:

Features & detail

Ensure products have the correct POS, clearly legible and placed correctly next to each product.

Product placement

How are products should appear on your displays.



Display product should be at eye level or countertop height to encourage customer interaction.



DO NOT display product on lower shelves or underneath counters



Box placement

How boxes should be displayed on shelf.



Boxed product should have the main (white) side facing the customer.



DO NOT position boxes with the side or back facing forward.



Front Facing Boxes



Side Facing Boxes

Product hierarchy

Displaying multiple products.



Arrange available display product in price point order from high to low, left to right.



DO NOT display product in mixed price point order.



Product orientation

Displaying products the right way.



Display stand mixers in a right-facing profile to show off the iconic silhouette. *If space is an issue use a 45 degree angle.



*45 degree angle



All other products are displayed so the controls are clearly visible to the customer. Toasters may need to be angled according to space.



DO NOT display mixers facing forward.



Branded Shelf Displays

Using shelf displays on branded displays.



Only place shelf displays (risers, counter top, attachments displays, etc.) with front branding on non branded tables



DO NOT double up logos. Never place branded shelf displays on branded displays.



Giving products space

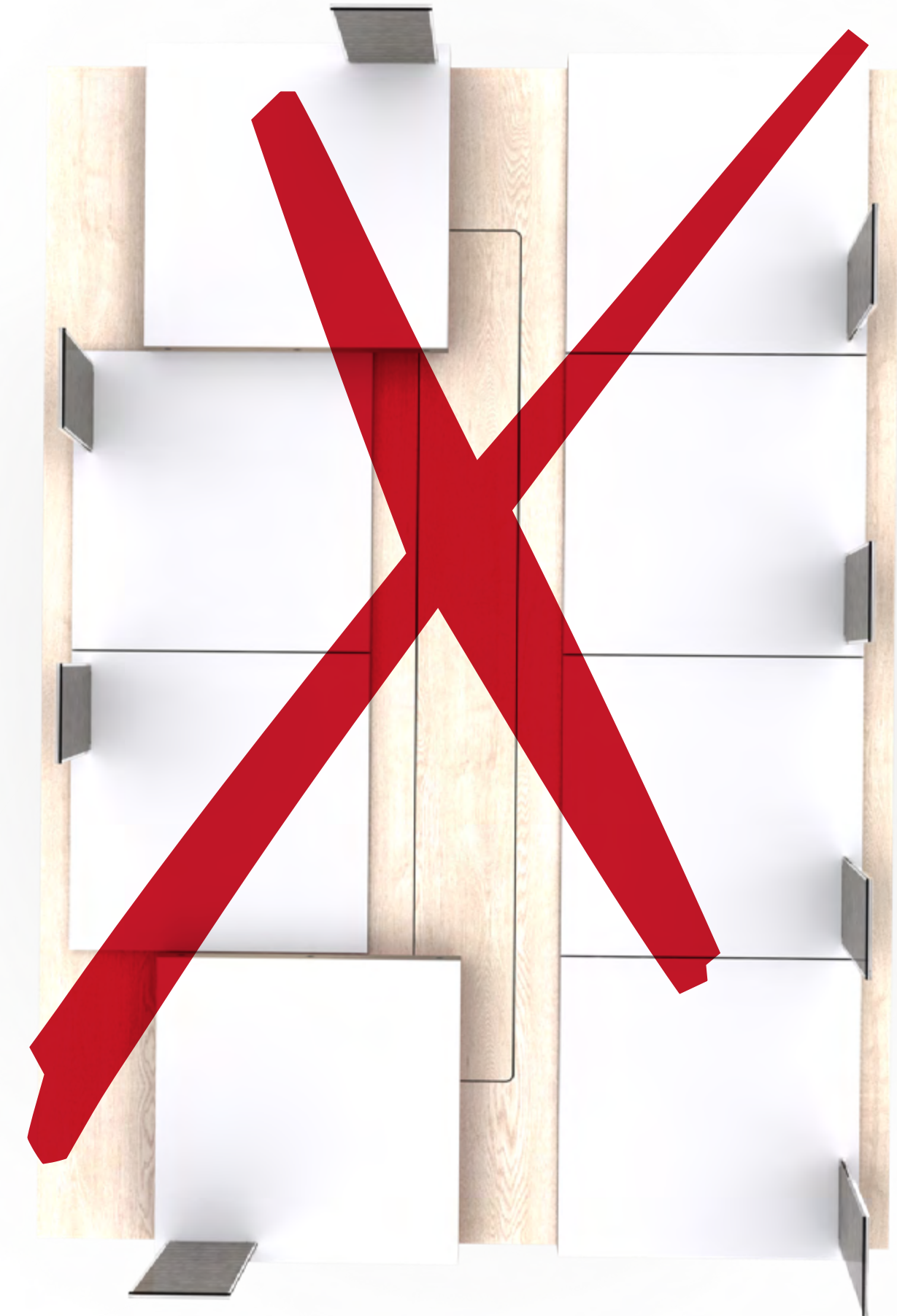
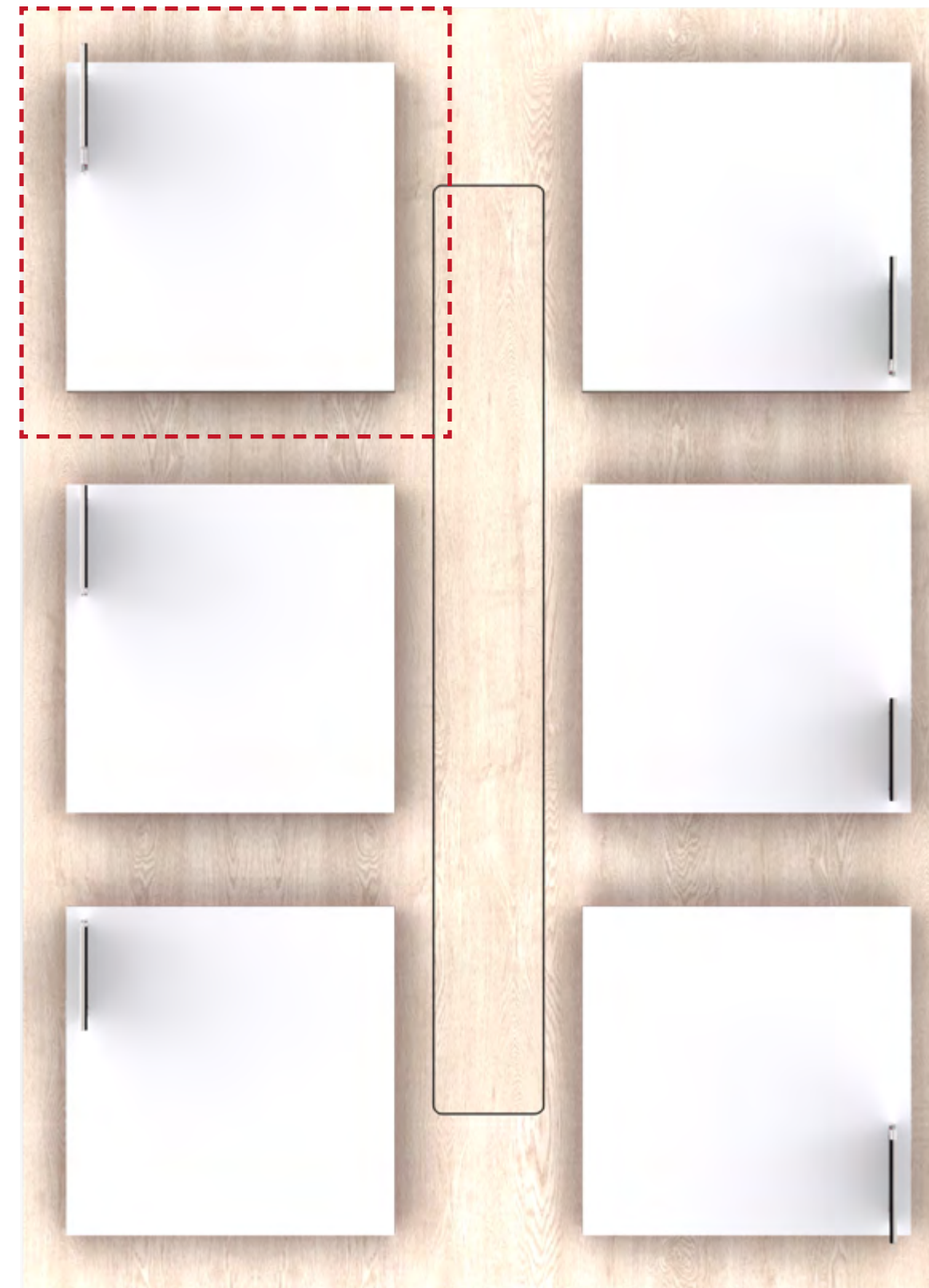
Table and shelf product spacing rules.



Whether displaying products on gondola shelving or table tops, allow space around each product or shelf display and space items apart



DO NOT overload or clutter a display. Shelf displays or products should not touch or overlap each other.



Giving POS space

Keeping POS looking premium and uncluttered

✓ When a display product arrives with POS included, make sure that it is attached correctly, if POS is packaged separately, attached and make sure it looks great on the product.

✓ In displays with multiple categories, only use key pieces of POS for a premium, uncluttered look. Key models should include POS, while additional colour options can be displayed without POP.

✗ DO NOT flood product with POS (stickers, hang tags etc.) and potentially mask the product.



NEED MORE POP?

Contact your regional sales representative if you need additional pieces for your store displays.

Using furniture

Displaying products in the correct way in store



DO place products and product boxes on real furniture in store, such as the gondola ends, mid aisle displays and tables show in this document.



DO NOT place boxes on pallets or boxes stacked on top of each other and display products on top of them.



Limited Space

When space is limited and not all the available products can be displayed, you must use tools such as the colour disc display or a POS display to show what else is available and drive customers to your website to explore the full range of products.



Minimum display requirements (basic)

Remember your minimum requirements, you must display at least 2 appliances of 1 colour suite of Stand Mixer and Blender, 2 Stand Mixer attachments (on the mixer or module) and 2 appliances of other categories forming a colour suite where applicable. Any additional appliances should be presented to reflect the rich **colour** variety of KITCHENAID products.



Minimum display requirements (premium)

Remember your minimum requirements, you must display at least 4 appliances of two 2 colour suites of Stand Mixers and Blenders, two 2 Stand Mixer attachments and 4 appliances of other categories forming colour suits where applicable...



Making it work

Now you know our principles, every KitchenAid retailer should consider these steps to creating the perfect display.



What display space do I have?



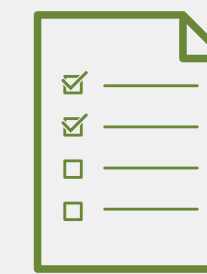
Which category and product?



How do I merchandise my space?



How do I showcase colour?



Am I ready to sell?





Colour





We bring colour to the kitchen.

We eat, breathe, love, dream and live in colour. Colour makes us feel ALIVE, it energizes us, calms us, reflects and represents us. We bring natural power and beauty, into the home.



Iconic colour

Our iconic brand colours are our heroes and what help catch our customers' eye. We have five **core colours**, and many more secondary vivid colours that help reflect the rich colour variety of KitchenAid. We love colour!



Our Core Colours

The core colours of KitchenAid products are always white, almond cream, contour/medallion silver, empire red and onyx black.

Each year we also have a limited Colour of the Year (COTY), in 2023 our colour is **Hibiscus**.



Empire Red



Almond Cream



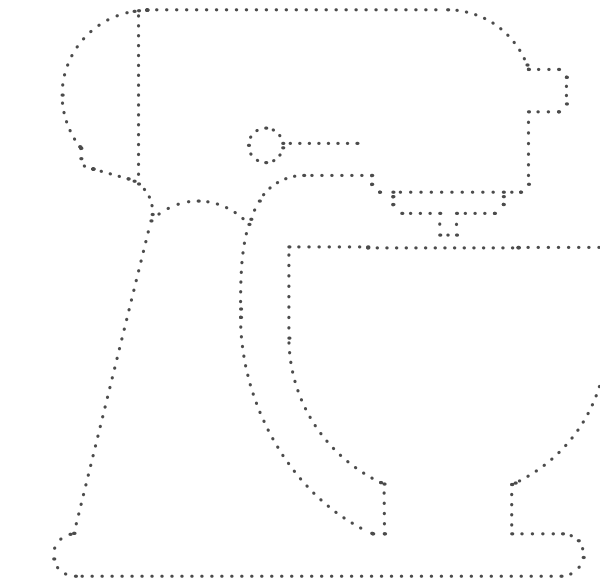
White



Contour / Medallion Silver



Onyx Black



COTY

Hibiscus

2023 COLOUR OF THE YEAR

Available in K400 Blender
and Artisan Mixer 4.7L



Vibrant Colours

Vibrant colours sell! Any colour that isn't part of the core range is a vibrant colour. Vibrant colours are always mixed in with our core colours, make sure you use them correctly. The entire colour range is available for our mixers with certain colours available for other products.

Remember, if space is limited and there are other colours available, let the customer know using our POS and direct the customer how and where they can purchase.



Imperial grey



Candy Apple



Dried Rose



Feather Pink



Matte White



Cast iron black



Pebbled palm



Matcha



Pistachio



Kyoto Glow



Matte Black



Ink blue



Blue velvet



Ice Blue



Lavender



Honey



Majestic yellow



Fresh Linen

Themes & Seasons

Vibrant colours are important and so is keeping your display fresh. When choosing what to highlight, following a theme or season will give variety to every visit. See examples to the right if you are following seasonal themes.

Remember, if space is limited and there are other colours available, let the customer know using our POS and direct the customer how and where they can purchase.

Spring



Pistachio



Lavender



Kyoto Glow



Fresh Linen



All other colours

Summer



Majestic yellow



Dried Rose



Blue velvet



Ice Blue



All other colours

Autumn



Honey



Matcha



Imperial grey



Cast iron black



All other colours

Winter



Candy Apple



Ink blue



Matte Black



Pebbled palm



All other colours

Themes & Seasons

Remember that mixer bowls and other accessories can also be used to support your theme or season. See some examples to the right.

Spring



CERAMIC MIXING BOWL 4.7L POPPY 5KSM2CB5PPY



CERAMIC MIXING BOWL 4.7L CLASSIC COLUMN 5KSM2CB5PCC



CERAMIC MIXING BOWL 4.7L DEW DROP 5KSM2CB5TDD

Summer



CERAMIC MIXING BOWL 4.7L CLASSIC COLUMN 5KSM2CB5LB



CERAMIC MIXING BOWL 4.7L CLASSIC COLUMN 5KSM2CB5MR



GLASS MIXING BOWL 3.3L 5KSM35GB

Autumn



STAINLESS STEEL MIXING BOWL 4.8L RADIANT COPPER 5KSM5SSBRC



STAINLESS STEEL MIXING BOWL 4.8L HAMMERED 5KSM5SSBHM



CERAMIC MIXING BOWL 4.7L 5KSM2CB5PBS

Winter



STAINLESS STEEL MIXING BOWL 4.8L RADIANT GOLD 5KSM5SSBRG



STAINLESS STEEL MIXING BOWL 4.8L RADIANT BLACK 5KSM5SSBRB



CERAMIC MIXING BOWL 4.7L CLASSIC COLUMN 5KSM2CB5BL



CERAMIC MIXING BOWL 4.7L CLASSIC COLUMN 5KSM2CB5LS

Using core colours

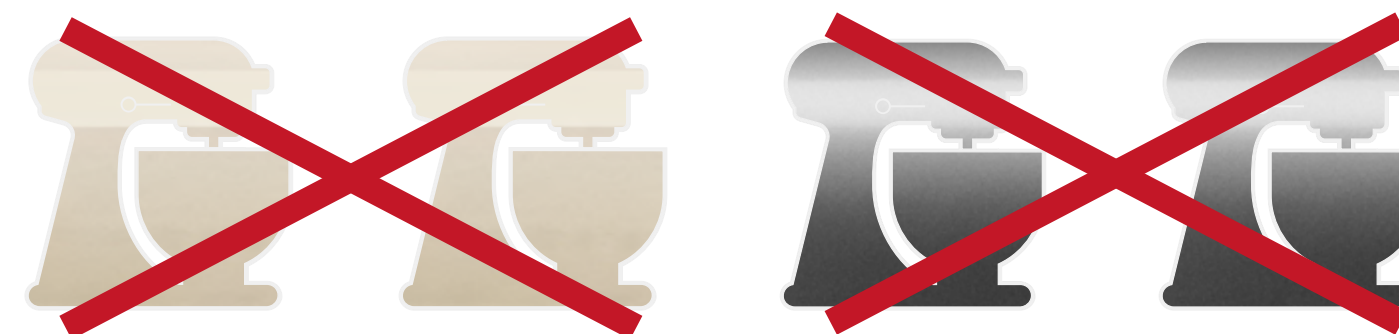
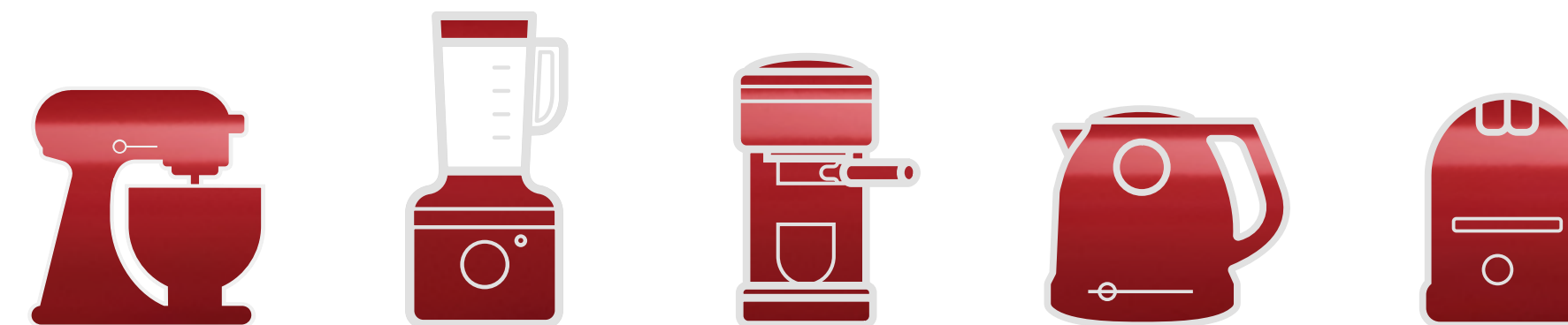


Alternate colours. All combinations of core colours are permitted avoiding similar colours next to each other.



Don't position the same colour and same product next to each other.

Examples



Don't position the same colour and same product next to each other.

Using core colours

Displaying products the right way.



Combinations



Alternate basic and vibrant colours in when used in rows. Balance the quantity of core colours with vivid colours.



It's good to keep you stand up to date and cycle available stock to keep displays fresh. Ensure that you follow display guidelines.



Don't position the same colour and same product next to each other. Don't use rows of just seasonal colours within rows.

Examples

 Core	 Vivid / Seasonal	 Core	 Vivid / Seasonal	 Core	 Vivid / Seasonal	 Core	 Vivid / Seasonal
 Core	 Seasonal	 Seasonal	 Core	 Core	 Core	 Seasonal	 Core
 Core	 Core	 Core	 Seasonal	 Seasonal	 Seasonal	 Core	 Core



Using combinations

Displaying products the right way.





Are you ready?



What extras do you have?

To see the full range of equipment options available to you including branded risers, colour options, attachment spinners or risers and branded environments, refer to the **KitchenAid Instore Guidelines** or contact your KitchenAid KAM.



Checklist

- ✓ Products should be displayed on shelf in an uncluttered look, following product display principles (Placement, Arrangement, Orientation, Colours)
- ✓ Products should have minimum POS materials installed, at least one piece of POS material on every product group
- ✓ We always recommend having a Culinary Centre display present, if space or budget restricts this try to have smaller displays present
- ✓ If extra space is an option - consider Inspiration Centres to show colour suites, new products, colours or innovations



The perfect mix

Done well, merchandising gives our products a chance to make a big impression in the real world. When consumers see KitchenAid products on shelves, we want things to feel familiar. Using this document effectively creates a recognisable experience...

...every time, everywhere



Why not explore our products more at:

[KitchenAid Online](#)

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