



PECKISH UNVEILS DISRUPTIVE DISPLAY DESIGNED TO INSPIRE AND EDUCATE SHOPPERS

Peckish, the UK's leading wild bird food brand, has launched a brand-new **visual merchandising display** that is set to revolutionise in-store experiences. Inspired by the design of a **giant birdhouse**, this visually striking display stand is designed to capture shoppers' attention and drive impulse purchases, further solidifying Peckish's commitment to **enhancing wild bird care** across the UK.

The introduction of this new disruptive display is part of a broader strategy to support retailers with engaging merchandising solutions that not only **add value** but also **increase basket spend and drive impulse purchases**. Recognising the importance of delivering a return on space, the stand has been deliberately designed to offer a broad range from a small footprint, with the same floor dimensions as a **pallet display**.

Crafted from **FSC® certified wood**, the 1m² display is not only sustainable but also highly functional, accommodating **£2,000 RRP worth of stock**, and can be shopped from all four sides, maximising the opportunity to **capture shopper**

attention. The design allows retailers to showcase a variety of bird feed tailored to different consumer needs, from seasonal selections to bestsellers like Peckish Complete Seed Mix and Peckish No Grow, giving retailers the best chance of engaging consumers and maximising their spend in store.



The versatile stand is designed to be easily moved around the store so it can be strategically placed to disrupt shopping patterns and inspire interest in wild bird feeding among customers who may not typically browse this category. Additionally, there is **ample space for point-of-sale** materials, providing an excellent opportunity to highlight Peckish's sustainability initiatives, such as paper packaging and the latest biodegradable Coco-Not feeders, as well as the brand's ATL campaigns to drive recognition in store.

Kirk Rothwell, Brand Manager at Peckish, commented: "We are committed to supporting our retail partners with innovative solutions that drive sales and encourage the nation to embrace the joy of feeding wild birds. The All-In-One display is a **creative and impactful design** that will undoubtedly draw attention in stores.

"At Peckish, our dedication to nature extends beyond our products; we aim to inspire people to bring colour to their gardens through feeding wild birds, which is something that's accessible to everyone, whether they have a large space, a balcony, or a community garden. By investing in our retail partners, we believe we can convert interest into sales, and we are excited to see how these new displays will perform in the marketplace."

Speak to your territory manager to ensure your store is upgraded with a Peckish All-In-One display stand.

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