

Go Bananas with **nutella**[®]

NEW! Nutella[®] Display for Banana Racks



NEW!
Convenient
Free-Standing
or Clip-on
Display
(XUS28315)

Nutella Portion Control product case easily slips inside display!

Featuring our
Nutella[®] Portion
Control Packs
120 ct/0.52 oz. per Case

Display Features & Benefits:

- Cross-Category Marketing Opportunity
- Convenient Delicious Snack On-the-Go option
- Easy Insert Display that slides onto box
- Clip on box perfect for banana rack or Produce/Fresh Snack Cooler
- Gravity, self-feeding merchandising system
- Branded Eye-Catching Display
- Incremental Sales & Margin Enhancement



Convenience stores are evolving to meet consumer demand for fresh produce. Bananas are an ideal fit, as they offer a quick, portable snack. The overall trend in 2024 indicates that convenience stores are becoming a more significant player in the fresh produce market, with Bananas being a key item in their offerings.¹

Pair Bananas with **nutella**[®]



Nutella[®] is the largest and fastest-growing emerging nut spread brand in broadline foodservice distribution.¹



Top Banana Convenience Retailers²

- 1  Sells over **100 million** bananas each year.
- 2  Places bananas near checkouts to **encourage impulse** buys.
- 3  Bananas are a key part of their strategy, along with a **focus** on Grab-and-Go portable **FRESH** snacks.
- 4  Known for its **high-quality** foodservice, Wawa offers bananas as part of its **FRESH** produce selection.

Also works in micro-marts, college & universities, healthcare & senior-living segments

	ITEM DESCRIPTION	PACK SIZE	FERRERO CODE	DISPLAY CODE
	Nutella [®] Portion Control Pack	120/0.52 oz.	XUS80601	XUS28315
	Banana Display Rack	Fills 1 Case (120 ct)	XUS28315	N/A

1. Circana, SupplyTrack[®], based on share and absolute change of broadline foodservice dollars shipped in 52 weeks ending February 2024, category: jams/jellies/spreads, butters excluding peanut, apple and pumpkin butters. 2. Circana; US C-Stores Landscape 2024 Q1



NUTELLA DISPLAY RACK ORDER FORM

All information must be filled out to submit order.



Date: _____

Operator: _____

Ship to Name: _____

Address: _____

Phone #: _____

Distributor: _____
name location

Email: _____

Phone #: _____

No. of Displays Needed: _____

Submit Button will automatically generate an email with this form attached sending to Chris Fabbri (CFabbri@corefoodservice.com)

Featuring our
**Nutella® Portion
Control Packs**

120 ct/0.52 oz.
per Case

Mfg No. XUS80601*

*Product must be ordered separately from
your local distributor
(Display Rack does not come with product)



For more information on the Nutella® banana display
contact your Ferrero Foodservice sales representative.

