4 Things To Think About Before *Purchasing* a Grab-N-Go Heated Merchandiser

If you're thinking about launching or expanding a grab-n-go offering, there's a gazillion equipment options on the market that can help you execute with the utmost success. However, there's no equipment type that's more synonymous with grab-n-go than the beloved merchandiser. Merchandisers serve a variety of foodservice needs, but they're a favorite solution for showcasing and holding hot packaged food for customers to grab and be on their way. Interested in a heated merchandiser? Just make sure you have your head around all of the things you need to think through.

1 HOLD TIME

If you're holding hot food for more than just a few quick minutes, look for a merchandiser that maximizes the amount of heat that gets to your packaged food. The more surface area of the package that's exposed to heat, the longer your food will stay warm.

EFFECTIVE *Heating Solutions* FOR MID-TO-LONG HOLD TIMES



TOP RADIANT + CONDUCTIVE BOTTOM HEAT



Heat "sandwiches" the packaged product so top and bottom surface areas are both warmed.

CONVECTED HEAT



Heat "envelopes" the packaged product so every surface is exposed to the circulating heat.

HUMIDIFIED OR NON-HUMIDIFIED?

Since you're holding packaged food, you generally don't want humidified heat because it can make some packaging soggy.

2 CAPACITY

What volume of packaged foods do you need to keep warm? Ensure that your merchandiser supports the immediate volume needs of your busiest time and day — and leaves room for growth.

EVALUATING *Shelf Capacity* IS KEY



IT'S BETTER TO HAVE MORE SPACE THAN NOT ENOUGH

Though it may seem like an efficient use of space, don't stack grab-n-go packages on top of each other. You want as much surface area of the package exposed to the heat source as possible. Adding layer upon layer of packages means that those poor guys in the middle will receive less direct heat and cool off faster.

3 PRODUCT PACKAGING

Think about the food you need to hold and the packaging that you use for each food type. You'll need to ensure that your packaging plays nicely with the merchandiser you choose.

COMMON GRAB-N-GO *Packaging* MATERIALS



PACKAGING AND MERCHANDISER COMPATABILITY

FIT



Consider **height profiles and overall size of all packaging** versus merchandiser space, versatility and shelving style.

ACCESS



Shelving should hold packaged foods naturally to ensure they are easily accessible. Remember: **Easy and quick access is critical with grab-n-go!**

HEAT SAFE



Confirm with the manufacturer how hot the merchandiser gets. Typically you'll need packaging that's **heat safe for up to at least 200 °F (93 °C).**

NOT ALL PACKAGING IS CREATED EQUAL



There's a lot of packaging options on the market. Beware of packaging that may look identical to a higher quality alternative. If the packaging isn't heat safe or made of quality materials, it can melt or compromise your food when used with a heated merchandiser.

4 FIT

Just like any front-of-the-house equipment, the heated merchandiser you select should fit the look and feel of your space. Not only that, but it also needs to physically fit in the space you have available.

ASPECTS THAT IMPACT AESTHETIC FIT

- Colors and materials
- Trim and decoration
- Style (modern vs. traditional)
- Display style of shelves
- Back panel style
- Door or access type
- Signage



ASPECTS THAT IMPACT PHYSICAL FIT

- Size and dimensions
- Floor mount vs. countertop
- Proximity to a plug with proper voltage
- Distance from drafts or cooling equipment (avoid a temperature battle!)
- Proper clearance from combustibles

Choose from a variety of heated merchandisers that work for operations of all shapes and sizes.

Explore more at:

hatcocorp.com/merchandisers

NOT SURE WHICH MERCHANDISER IS RIGHT FOR YOU?

You need to keep your food warm, tasty and safe to eat. But the options — oh the options. Take our quick-n-easy quiz to find out which grab-n-go merchandiser is right for you. Click the button below or visit **hatcocorp.com/merchandising-solutions-quiz.**

TAKE QUIZ

