

# McCormick: In-Store Shopping Experience



## THE CLIENT

McCormick is the Canadian market leader in the Herbs, Spices and Seasonings category. They have three main brands: McCormick Gourmet, Club House

and Club House La Grille. They compete in multiple segments within this strategically important, but extremely complicated, category.



## THE CHALLENGE

Pre-pandemic, both the client and the category were struggling to grow. We believed that the category shopping experience was becoming increasingly frustrating and was ultimately a barrier to success. In fact, the category shopper was highly frustrated with the in-store shopping experience, with 53% feeling angst or anger when shopping the set.

BritOn Solutions Group was engaged to evaluate the current situation and lead the design, development, sell-in and implementation of the new McCormick Flavour Destination Centre. This system would deliver an easier shopping experience, simplify the operational challenges of the section and drive brand and category growth.



## THE SOLUTION

We designed, prototyped, tested and ultimately rolled out a highly flexible system that met all of the client requirements. It was colour-coded and alphabetized for ease of shopping, gravity-fed for consistent

merchandising, highly visual to drive shopper engagement and flexible to enable a much easier merchandising and shelf re-line process.

### McCormick Flavour Destination Centre



Design before we prototyped a test unit for customer approval.



Once the test unit was pressure tested and approved, we rolled out a 20' unit for in-store testing. Many more would follow.



Results included double-digit increases in sales velocity, shopper satisfaction and basket penetration.

This 20' unit included all of the original design elements, but each was customized for this retailer. Colour-coding, alphabetization, header and footer graphics and aisle blades were all core components.

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## THE RESULTS

After implementing this initiative at stores across Canada, the results were nothing short of spectacular!

The shopper response was amazing:

- We flipped a 53% negative shopping experience into 95% positive.
- 100% of shoppers preferred the new Flavour Destination Centre.
- 98% felt the section was much easier to shop and, most importantly, the volumetric results were well above target (2.3x above!) for both the McCormick portfolio and the category overall.
- Project payback was realized 50% faster than plan and this platform is now a global strategic priority for McCormick.



**95%**  
positive consumer reactions



volumetric result  
**2.3x**  
above target



project payback  
**50%**  
faster than plan

With BritOn, we were able to offer an impactful, tested solution in record time and positive ROI. Not only did they develop the right solution, but a solution that was scalable and go-to-market ready, from design to procurement.

Without BritOn, I do not think we would have met our retailer timelines, execution, and impact to the consumer. A win-win for everyone.

*John DiCecco | Vice President of Sales, Canada (former) | McCormick*



BritOn Solutions Group delivers the insights necessary to inspire execution and enable success for any size CPG brand, broker or retailer.

**We know CPG. We know Retail. We deliver results!**

How can we help you? Let's talk and find out.



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