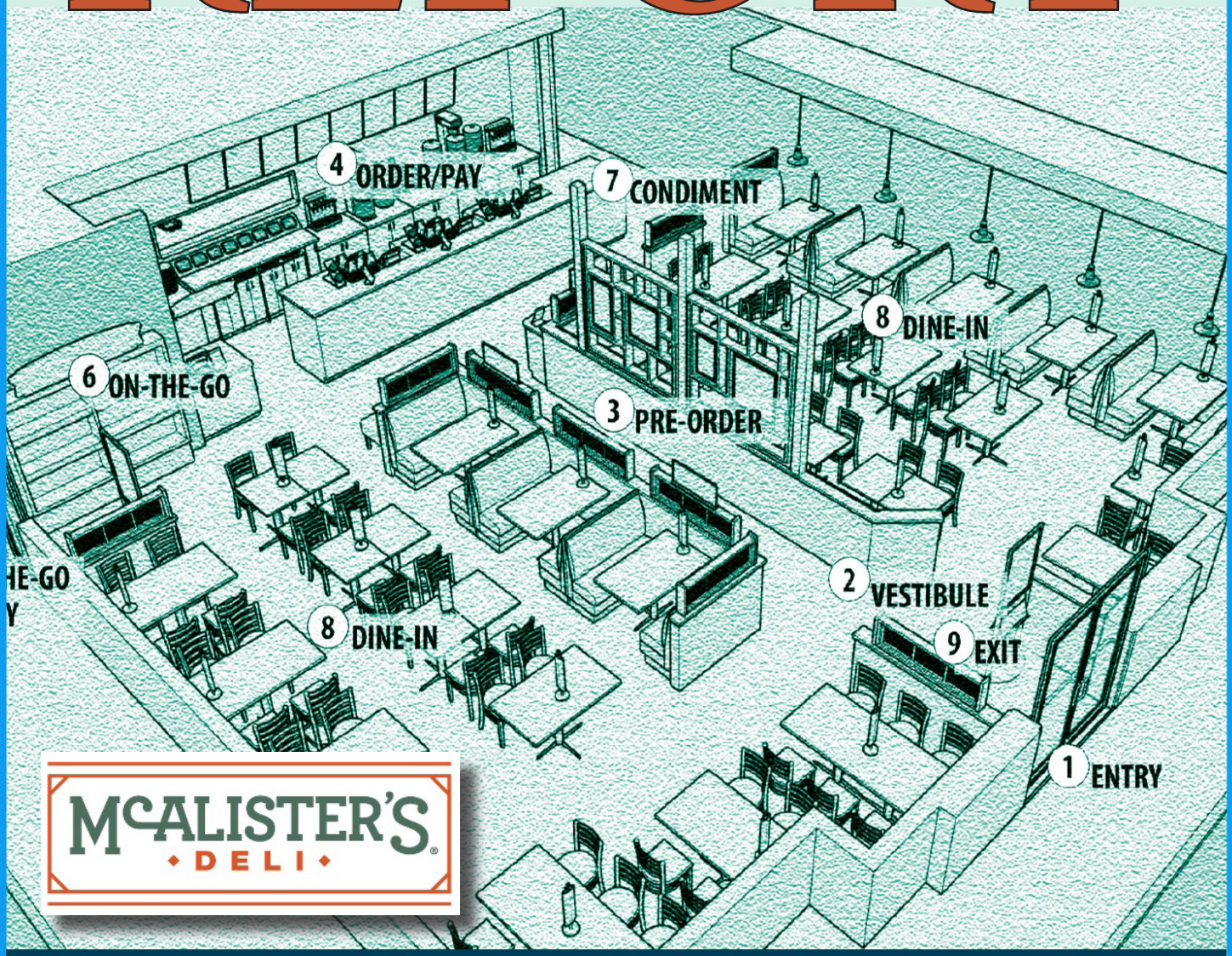
KING-CASEY *Insights & Trends in Food Service Merchandising & Design*

REPORT



IMPROVE SALES AND THE CUSTOMER EXPERIENCE BY OPTIMIZING IN-STORE COMMUNICATIONS

How McAlister's Deli leveraged menu communications along the entire "path-to-purchase"