



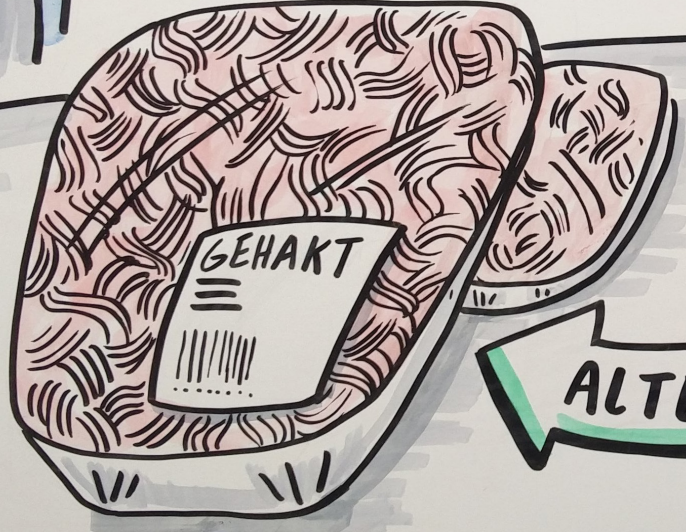
MEER DAN VLEES  
in de  
SLAGERIJ

easy  
PICK

Blijje  
keuze

GELIJKE BEHANDELING  
IN WINKELREKken

ALTERNATIEF



# Easy pick

## Aim

Make the switch to sustainable alternatives easier by placing them alongside/amongst conventional products. When customers don't have to look far for these products, it is easier for them to choose more sustainable alternatives. This choice is further encouraged with extra visibility and small-scale promotional offers.

## Concept

Place sustainable alternatives alongside/in among conventional products, e.g. by placing meat substitutes and sustainable meats in the meat fridge. This draws attention to the sustainable alternative in a subtle way, i.e. without "shaming" conventional products. We must continue to tell the story of sustainable products in a positive way: eating sustainably is a positive choice, not something forced! The "Easy pick" approach can be customized as follows:

- Make a visually appealing display, e.g. by placing a coloured strip around the location of the items on the shelf, or using a label that stands out, like the "new" labels on products recently added to the range.
- Attach recipes for the sustainable alternative, particularly if it is a lesser-known product. Organise tasting sessions.
- Give information on the difference between sustainable and conventional products, e.g. "saves 1.5 bathtubs of water", but avoid "shaming" other products
- If not legal or practical to place two products side-by-side, arrows could be placed to reveal the location of the sustainable alternative.
- Special offers on the sustainable alternative.

## Results

- Consumers come into closer contact with the sustainable alternative.
- Consumers find out about new sustainable products.
- Consumers buy the sustainable alternatives more often.
- Flexitarians become the new norm: see <http://www.vilt.be/de-flexitarier-wordt-een-talrijke-soort>