

HUBERT®



my experience...

✓ TRUSTPILOT



"Great product selection, fast shipping and excellent customer service. Very quick to respond to questions to help us decide whether a product will fit our needs. We highly recommend Hubert."

-The BackYard Cafe

the five elements of VISUAL
MERCHANDISING
landscaping texture color décor communication



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Are you providing the experience your customers are hungry for? Exceed their expectations by focusing on effective visual merchandising. Adjusting the way you present food can increase the perceived value of your menu items, help guests discover new flavors, and provide an amazing experience.

At Hubert, our experience is providing the right tools and techniques to help your business be more successful. With the proven concepts and innovative products on these pages, you can build beautiful buffets and tempting displays.



VISIT www.HUBERT.com
FOR MORE MERCHANDISING CONCEPTS

LANDSCAPING

Increase interest in your display by landscaping, or manipulating the shape, form and elevation. Using various heights and unique shapes, you can determine the focus and flow of the display.



EXPRESSLY HUBERT
Stainless Steel Curved Riser Set
 48125 \$350.00



EXPRESSLY HUBERT
3-In-1 Display Fixture
 16715* \$675.00
 *Truck Ship
 Additional shipping cost **OVERSIZED



3-Step Square Riser
 57018 \$316.00



HUBERT® Early American Wood Crates
 37404 \$46.99



Gourmet Board 3-Tier Stand
 80248 \$231.00



EXPRESSLY HUBERT
Slatted Riser
 54246 \$76.99

EXPRESSLY HUBERT
Rubberwood Top for Slatted Riser
 45163 \$34.99

LANDSCAPING TOOLS

STEP RISERS are an excellent way to add elevation and cross merchandise related items.

NESTING TABLES provide flexibility in the ability to draw eyes upward.

CRATES can be stacked in ways that appear unbalanced, creating excitement.

TEXTURE

Attract attention and create a "feel" to your display with various textures, or surface appearances.



Stainless Steel Side Basket With Circles
13192 \$13.99



EXPRESSLY HUBERT

Rustic Bread Basket
13116 \$19.39

Poppy Red Display Napkins
18005 \$55.09



EXPRESSLY HUBERT

Round Tu Tone European Basket
76857 \$36.99



Honeycomb Mango Wood Serving Bowl
47151 \$41.99

Honeycomb Mango Wood Salad Server
66651 \$15.99

EXPRESSLY HUBERT

Handled Stainless Steel Display Bowl
38103 \$14.89

EXPRESSLY HUBERT

Specialty Case Liner
57630 \$49.99



HUBERT

HUBERT® Aluminum Display Griddle
57939 \$205.00

SMOOTH & SHINY TEXTURE

- Reflects more light and feels cooler
- Makes an object feel lighter
- Looks more modern

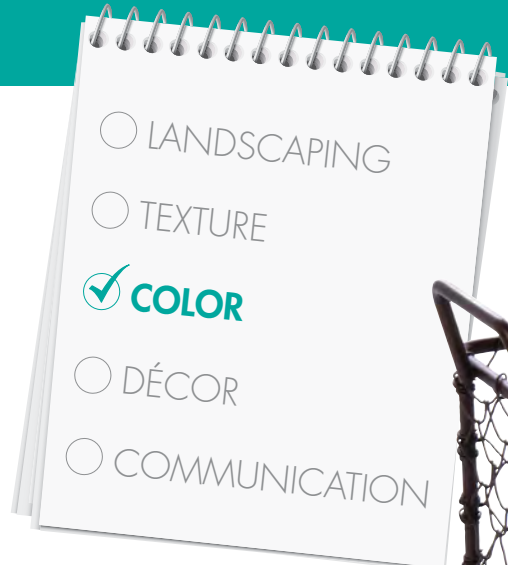
ROUGH OR COURSE TEXTURE

- Reflects less light and feels warmer
- Gives an object more weight
- Feels rustic



COLOR

Set the mood, attract attention or even make a strategic statement with color. When used correctly, it can be one of the most powerful elements of visual merchandising.



Ivory Stainless Steel Bowl
40774 \$59.49



Brown Wire Bread Basket
97463 \$16.79

Solid Cotton Display Cloth
16461 \$4.49

COLOR THEORY

WARM COLORS are energetic and enhance a display.

COOL COLORS create a calming and soothing environment.



Geo-mates™ Expandable Riser Set
98726 \$27.99



Black Basket Pedestal
88485 \$49.99

Green Apple Replica
84685 \$5.99

Red Apple Replica
78816 \$18.29

Mini Basketweave Chilewich Runner
29385 \$52.09



Azure Blue Glass Vase
69880 \$24.99

Latex Succulent
12135 \$9.39



DÉCOR

Elevate the effectiveness of your display with interesting décor. Crates, vases and other props can double as containers to increase the perceived value of your foods.



3-Piece Stacking Cylinder
46561 \$44.99



Potted Mint Herb
30788 \$8.99



Rustic Wood Message Boards
18482 \$29.99



8"H Fuschia Peony in Glass Vase
22062 \$10.69



Wood and Metal Pedestal Set
68761 \$145.00



Zinc Letters
64090 \$14.39

COMMUNICATION

Communicate with the customer and guide them through a display with strategically placed signage. Select styles that support your theme or reinforce your brand, such as weathered, hand-written chalkboards for a rustic display.



High Heat Plastic Easel with Vintage Scroll
88730 \$2.69

MENU LABELING 101

Americans consume one-third of their calories away from home, which is why the Food and Drug Administration is requiring nutrition labels on all prepared foods. Visit blog.hubert.com for information and tips to stay compliant.



Square Write-On/Wipe-Off Sign
60007 \$50.39



Write-On/Wipe-Off T-Style Stakes
60388 \$29.79



Butcher Paper Sign Holder
Sign Holder
62385 \$292.00
18"W Butcher Paper Roll
68894 \$58.19



Curve Top Merchandising Tag with Border
25983 \$21.69



VISUAL MERCHANDISING CHECKLIST

- ✓ LANDSCAPING
- ✓ TEXTURE
- ✓ COLOR
- ✓ DÉCOR
- ✓ COMMUNICATION

elements in **ACTION**

We'll show you how the Five Elements of Visual Merchandising can be applied to various aspects of your business to create positive results. Turn to page 28 for a step-by-step guide to implement the elements for yourself.

build excitement in the **ENTRYWAY**

Customers coming and going present a ripe opportunity for merchandising your menu or to-go treats. Apply the elements of visual merchandising with interesting display fixtures and décor accents that grab attention.

EXPRESSLY
HUBERT

- A** **Mobile Industrial Cart**
59911* \$499.00
*Truck Ship

EXPRESSLY
HUBERT

- B** **Cedar-Framed Chalkboard**
91044* \$215.00
*Truck Ship

EXPRESSLY
HUBERT

- C** **Bella Wire Basket Stand**
54345 \$47.99

- D** **Coral Botanica Flower**
35264 \$22.99





- E** **Metal Floral Vase With Chalkboard**
32483 \$34.99



cater to CONVENIENCE

Make it easy for the busy lunch crowd to quickly scan the selection and see the freshness and value available. The landscaping pattern in this sandwich case creates a path for the eyes while cross-merchandising beverages and other items.



- A** Orange Botanica Flower 75266 \$16.99
- B** Small Charleston Pitcher 86528 \$9.99
- C**  Wood Look Menu Board 90365 \$88.39
- D**  Wrought Iron Scroll Sign Holder 65702 \$5.29
- E** Rustic Brown Chicken Wire Basket 96804 \$36.99
- F**  Solid Wood S/3 Nesting Display 50764 \$175.00
- G**  Washable Wicker Mat 24809 \$52.99

create CUSTOMIZED EXPERIENCES

Made-to-order stations allow customers to craft their own food experience, but they also provide the opportunity to showcase your fresh ingredients. Entice customers to participate by letting the colors of the food stand out in a neutral display.



- A Olive Tree in Pot**
14581 \$34.49
- B Contemporary Potted Plant**
60658 \$68.89
- C Deco Berry Balls**
Burgundy/Green
69714 \$15.69
Red
61039 \$15.69
Pear Green
23651 \$15.69
- D Natural Wood Bowl**
40663 \$52.39
- E EXPRESSLY HUBERT**
**Straight-Sided Melamine Pans
With Rounded Corners**
6L x 6³/₈W x 6H
79416 \$36.09
6¹⁵/₁₆L x 4¹/₄W x 6H
61984 \$17.29
- F EXPRESSLY HUBERT**
Clear 2-Way Sign Holder
14886 \$21.99
- G EXPRESSLY HUBERT**
Silver Circle Merchandising Tag
22153 \$21.69

top trend:
FARM-TO-TABLE

Your locally sourced selection has a story. Tell your customers about it using signage and rustic items like crates and galvanized pedestals. Incorporate the raw ingredients as décor to give the display a pop of color while emphasizing freshness.

A Rustic 4-Section Wood Bin With Blackboard Front
 42109 \$84.99

F Rustic Wood Crate Set
 69066 \$74.99

EXPRESSLY HUBERT
B Galvanized Pedestal
 24394 \$22.99

HUBERT BRAND
G HUBERT® Wood Pizza Peel
 91028 \$23.59

HUBERT BRAND
C HUBERT® Wide Rim Aluminum Pizza Pan
 59702 \$1.49

EXPRESSLY HUBERT
D Specialty Merchandising Tag With Silver Border
 14637 \$21.69

EXPRESSLY HUBERT
E Spiral Base Countertop Sign Holder
 16530 \$5.59



warm up the HOT FOOD BAR

Colorful displayware and décor will brighten the mood of your hot food line and enhance the dining experience. Additional textures were added to this display to create warmth.

A Glass Knoll Terrarium
47885 \$39.99

B Deco Berry Balls
Saffron 40390 \$15.69
Cinnabar 18782 \$15.69
Sage 43652 \$15.69

EXPRESSLY
HUBERT

C Metal Wave Sign Holder
75470 \$59.19

EXPRESSLY
HUBERT NSF

D Colorscape Single Ply Sauce Pan
13557 \$54.99

HUBERT
BRAND

E HUBERT® Full Size Stainless Steel Tile
70139 \$129.00

EXPRESSLY
HUBERT NSF

F Colorscape 5-Ply Rectangular Pan
29281 \$109.00

EXPRESSLY
HUBERT NSF

G Colorscape 5-Ply Round Pan
86584 \$79.99

EXPRESSLY
HUBERT

H Plain White Merchandising Tags
20306 \$21.69

EXPRESSLY
HUBERT

I Folded Steel Sign Holder
12493 \$26.99



do justice to your
DESSERTS

Give your dessert table the display it deserves. The sleek risers used in this catering spread provide interesting contrasts in textures and height.

EXPRESSLY
HUBERT

A Laser-Cut Square Riser
28136 \$15.99

EXPRESSLY
HUBERT

B Solid Rod Sign Holder
18945 \$31.69

EXPRESSLY
HUBERT

C Black Curve Top Merchandising Tags
54719 \$21.69

EXPRESSLY
HUBERT

D Hammered 18/8 Stainless Steel Riser
73365 \$94.99

E Modern Sterling Risers™
71312 \$99.89

F Turquoise Chilewich Runner
42689 \$52.09

G Light Orange Botanica Flower
57796 \$24.99

H Polished Silver Aluminum Urn
67316 \$54.99



top trend:
RECLAIMED WOOD

Your guests crave a warm and inviting atmosphere. Our Reclaimed Wood Collection, available only through Hubert, can help you provide this with a breakfast bar or refreshment station stocked with their favorite foods.



A Reclaimed Wood
 3-Section Cereal Dispenser
 92672 \$1,250.00

B Green Botanica Flower
 91586 \$12.99

C Boucle Chilewich Runner
 69079 \$54.99



D Wood Look Wall Mount Menu Board
 26183 \$98.29



E Reclaimed Wood Full Size Ice Housing
 79328 \$550.00



F Reclaimed Wood
 11-Compartment Condiment Holder
 22300 \$750.00



IMPLEMENT THE ELEMENTS

Use this step-by-step process to create a display that includes the 5 Elements of Visual Merchandising.



START WITH A FOUNDATION



ADD HAMMERED RISERS FOR **TEXTURE** & **LANDSCAPING**



INCORPORATE **COLOR** WITH NAPKINS AND DISPLAYWARE



FINISH WITH **DÉCOR** PIECES & **COMMUNICATION**



To maximize the effectiveness of your display, incorporate all five elements. Use the notes to identify opportunities for improvement.



Notes: _____

Looking for more visual merchandising ideas? Connect with us on Facebook, where we're sharing more step-by-step guides like this one.

Contact a Merchandising Expert
(800) 543-7374 • sales@hubert.com

my experience...

FEEDING THE FUTURE AT BAYLOR SCHOOL



Stephanie Forest, Hubert Company
Joe Flippen, Baylor School / Sodexo

Baylor School nurtures 1,000 students from 25 countries into college-bound scholars and future leaders. An important part of this is providing three square meals each day, a challenge which Joe Flippen, dining general manager for Sodexo, tackles proudly.

When the time came to renovate the school's dining hall, they called Stephanie Forest, an account development manager and visual merchandising specialist at Hubert with 16 years experience in the education market. She provided Baylor a one-stop solution for all the front of house smallwares and displayware so they could focus on food and other aspects of the project.

"Stephanie's behind the scenes work was priceless to me," said Joe. "If I didn't have her I would have never been able to merchandise the food in such a great way. Hubert brought innovation and idea givers. I have never had that experience working with a supplier without going to research all of the items myself first."



BEFORE

my experience... is a collection of stories about bringing our Service, Savings and Selection to the table for our customers. Our work is turning heads in the bakery, satisfying students at lunch, and helping businesses grow. To see our stories, visit blog.hubert.com.

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MEET US FOR MERCHANDISING!



my experience...

"We always depart inspired with great,
new merchandising ideas."

- Lynda Wieferrich

Corporate Sales Coordinator, Lipari Foods

Do you need to develop a merchandising concept for your food service operation? Visit the Center for Creative Merchandising, where you can put the latest trends and proven concepts to work with help from our merchandising experts. Contact us to schedule a visit or talk with one of our team members.

800.543.7374 or email sales@hubert.com



Our carbon-neutral shipping program supports reforestation and renewable energy.

VMFS