

Hussmann eNews ... Bringing you news, information and insights regarding Hussmann, our products and services, and the food industry.

May 2016

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CASE STUDY

Custom cases help expand fresh food offering; fresh sales up 42% since remodel, total sales up 30%

Previously experiencing business peaks during winter holidays and breaks, Creekside Market found that after the 2010 Olympics, Whistler was booming even in summer, as more people were drawn to the quaint town. Wishing to not only capture local customers who drive year-round business, but also cater to the influx of visitors, Creekside Market turned its focus toward what the market demanded ... fresh foods.



Setting out to revamp their entire store, owners were challenged by the limited display space in the small footprint market and sought ways to maximize product facings. It was also time to address its aging display cases, which were in disrepair, and did little to improve aesthetics or showcase products. [Read more.](#)



TRENDS

8 top trends affecting today's food retail industry

What types of products are consumers buying? Where are they most likely to shop? How is technology changing the way they shop? Taking a look at consumer trends can help food retailers gain insight into shopper behavior and determine ways to compete in today's marketplace. [Read more about the top trends](#) that are most relevant to the retail food industry.

MARKET REPORT

Increasing frozen food sales

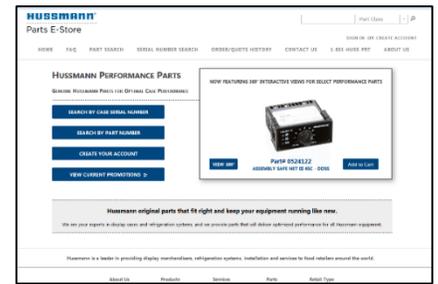
With some consumers equating frozen food to processed food, the frozen segment continues to work to compete with in-store foodservice, hot food bars and retail deli departments. And while the segment's growth remains relatively flat, potential opportunities with frozen food top sellers, including ice cream, frozen novelties and pizza, warrant a closer look. [Read more.](#)



PARTS

Keep your equipment running like new ...

Husmann Performance Parts delivers original equipment manufacturer parts that are carefully designed, engineered, manufactured, and tested to perform to the precise operating requirements for each Husmann equipment model. So, you can be sure you'll receive the right fit, quality and reliability to keep your refrigerated display cases operating at peak performance.



New Parts E-Store

And now with Husmann's new Parts E-Store, ordering genuine Husmann parts is even easier. The Parts E-Store will help you search more than three million bills of material, identify the parts you need, visually inspect them with three-dimensional images, and place an order from the convenience of your desktop, laptop or mobile device. Plus, you'll have same day shipping for in-stock parts ordered by 4 pm. [Learn more.](#)

... and looking like new, too!



Before



After

Wanting to eliminate those unsightly scratches, dings and dents from your display cases? Or simply seeking an updated color scheme? Husmann Refresh can give your store a new look at a fraction of the cost of installing new cases. Most work can be done with minimal equipment downtime and limited disruption to your business. [Learn more.](#)

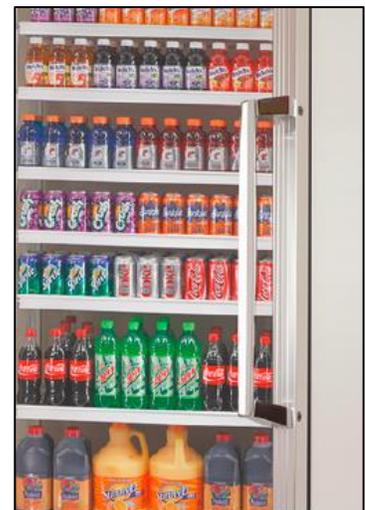
DOORS

When maximum protection is required

STYLELINE® 20//20® Plus Door System

- Guaranteed condensation protection in any operating environment
- Anti-condensate door, frame, glass & mullion heaters
- Pre-wired ESC-3 energy controllers
- Tempered two-pane – Low-E & gas filled
- STYLELINE LED Plus lighting system standard
- Side mount, easy to change door handles
- Reliable door hinging system

[Read more!](#)



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