

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

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In this issue: Exceeding Expectations ... Our Mission ... Food Quality and Integrity

FEATURE STORY

ADVERTISEMENT

Store Exceeds Expectations With Concept Cases, Attractive Displays And Innovative Technologies

The new Reasor's store in Bixby, Oklahoma, would be located in an upscale neighborhood, within a mile of two competitor supermarkets. In order to make its store the area's supermarket of choice, Reasor's knew differentiating itself was critical to its success. Reasor's began by researching the market and visiting other successful supermarkets to gather ideas. They were looking for dramatic graphics that would appeal to its upscale customers, merchandising techniques that would attract shoppers, and an equipment selection that would be both energy efficient and innovative. [Read more...](#)



OUR MISSION



Enabling Excellence In Food Retailing ... What Does It Really Mean?

You may have seen it on the Hussmann web site or tagged to the bottom of our literature. At first glance, Hussmann's slogan, *Enabling Excellence in Food Retailing*, might produce visions of attractive food stores with satisfied shoppers. That's all part of it. But to totally understand the meaning of the words, requires a closer look. [Read more...](#)

FOOD QUALITY AND INTEGRITY

Husmann Helps Retailers Address Food Quality and Integrity Issues

Crisp produce ... red meats ... mouthwatering deli dishes. The look, quality and integrity of the foods you offer are fundamentally important to your customers ... and to your store.

The products you display define your store's image. That's why providing foods that are fresh, good tasting, safe and healthy for your customers is so essential.

Maintaining food quality and integrity can also improve your bottom line. Keeping foods fresh longer means you'll have less waste, and ensuring food quality and integrity can help you increase sales and develop a loyal customer base. [Read more...](#)



Husmann eNews is distributed periodically to Husmann customers and industry associates. Husmann Corporation develops and provides display merchandising equipment, refrigeration systems and related services for customers throughout the world. The company serves a variety of customers involved in the global cold chain, including supermarkets, mass merchants, warehouse clubs, convenience stores, drug stores and foodservice establishments. For more information about Husmann, please visit <http://www.husmann.com/>

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