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Frito-Lay Tackles the 'Impossible'

Rolls out 30,000 Flat Earth floorstands to major supermarket chains

Stemming from consumers' pleas for healthier snack foods, **Frito-Lay**, Plano, Texas, developed Flat Earth fruit and vegetable crisps earlier this year. The product's marketing campaign plays on the idea that making such a snack taste good was once thought to be impossible, much like it used to be hard to believe that the Earth was round.

"The Flat Earth name is a constant reminder that previously held beliefs can be changed," says Jared Dougherty, Frito-Lay spokesperson.

Introduced into large-format supermarkets in February, including Wal-Mart, Target, Costco, Safeway, Ralph's, Von's and Publix, Flat Earth floorstands were placed in either the produce aisle or the health-food section of the stores. Individual store managers decided on display placement, taking into consideration their specific consumers' needs.

The floor displays, created by **Rapid Displays**, Chicago and Union City, Calif., contained images of fresh produce and cheese to showcase the health benefits of Flat Earth crisps. Each of the 30,000 floor displays held 48 six-ounce bags and measured 26 inches wide by 60 ½ inches high by 19 inches deep. Individual packages promise that there's one-half serving of fruits or vegetables in every ounce.

To complement the "impossible" theme, Flat Earth packaging includes a winged-pig conveying the misconcep-

tion that a healthy, tasty crisp is about as likely as a flying pig.

The farm images featured on the packaging and point-of-sale materials accent the healthy aspects of the prod-

uct. Flat Earth crisps come in six flavors: Farmland Cheddar, Garlic & Herb Field, Tangy Tomato Ranch, Wild Berry Patch, Apple Cinnamon Grove and Peach Mango Paradise.

According to Dougherty, Flat Earth has gained national distribution in a very short time, and retailers are excited about the support Frito-Lay has planned for the product in its second year. Two of the flavors, Farmland Cheddar and Apple Cinnamon Grove, are now available in single-serving multipacks for snackers seeking a portion-control option. Each multipack contains five single-serve bags.

— Heather Larson



This silo-shaped display for Frito-Lay's Flat Earth crisps was placed in produce and health-food sections to reinforce the snack's healthy image.

Product: Flat Earth fruit and veggie crisps
Number of displays: 30,000
P-O-P company: Rapid Displays, Chicago and Union City, Calif.
Distribution: National supermarket chains, club stores and mass merchants
Introduction: February 2007
Duration: Semipermanent