

Press Information

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RE: New tiered island merchandiser base for supermarket delis

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A la “cart”—new, tiered island bases from Henny Penny offer delis inexpensive expansion

‘Pushing’ the deli out into the aisles has proved a successful strategy. But if you don’t have the budget for expensive redesigns, the new ITB island tiered merchandiser bases from Henny Penny may be just what you’re looking for.

The ITB base is available in two sizes to accommodate Henny Penny’s HMI heated island merchandisers. With its open bottom, tiered shelves and end baskets, the base displays a wide range of dry goods that complement the hot grab-and-go meal items in the merchandiser. Together, the units function as a meal component station giving deli managers a creative and convenient way to take the deli into the store.

Henny Penny’s island stations are quite mobile, which adds to their flexibility. The black enamel-finish pedestal base is mounted on four sturdy casters, two of which lock. Units can be re-arranged easily, making them perfect for sampling stations anywhere in the store and for self-serve impulse purchases at checkout.

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Shelves are enamel with wood trim and are adjustable to several heights. End baskets are removable and made from matching wood for an attractive, transitional look.

[END TEXT]

Product photo: [SEE SEPARATE PIC FILE]

Henny Penny ITB-3 island tiered base with HMI-103 self-serve island merchandiser