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Frieda's helping inspire drool-worthy displays

Consumers this winter are facing the seasonal blahs coupled with the effects of the global pandemic. Give them a reason to embrace staying in by inspiring them to get a little creative in the kitchen. This Valentine's Day is the perfect time to get shoppers inspired about the creative possibilities of crepes — a blank canvas just waiting to be discovered.

Merchandise Frieda's French-style crepes along with tropicals such as bananas and pineapples, since February is a great time for desserts that cue a tropical escape. Think Bananas Foster or Pineapple Upside-Down crepes — expand your berry patch by showcasing crepes, whipped cream, Nutella and hazelnuts with signage showing [Frieda's Strawberry & Chocolate hazelnut crepe cake](#).

Whether planning a sweet treat for a loved one or whipping up festive food for Galentine's Day, crepes are a fun way to add excitement and fill in the gap in between New Year's healthy eating and St. Patrick's Day festivities.

To help make your store a creativity destination, encourage shoppers to make a delicious Valentine's Day breakfast at home by cross-merchandising crepes by the egg case to inspire shoppers to create crepes filled with scrambled eggs, sliced apples and cheddar cheese, as the ultimate sweet and savory way to start your day (after all leisurely breakfasts are trending for 2022).

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