

Case Study: Hissho Sushi

Partnering with Alco Designs to Drive Sales with Strategic Cut Fruit Placement

Background

Hissho Sushi, a trusted partner in providing fresh, ready-to-go fruit, was previously merchandising their cut fruit program in the refrigerated produce wall at several Sprouts locations across San Diego County, including Carlsbad, San Marcos, San Diego (San T), and Claremont. However, with no additional floor space being utilized and visibility low, the program was underperforming.

Sprouts customers often head straight to the sandwich hot bar and exit, bypassing the produce section entirely. Hissho saw an opportunity to grab attention where traffic was highest—and needed the right fixture to make it happen.

The Display Solution

Working closely with the Sprouts team, Hissho Sushi piloted Alco Designs' galvanized bins—sturdy, eye-catching, and easy to manage displays. Filled with crushed ice and stocked with clear-shell containers of freshly cut fruit, the bins were strategically relocated to high-traffic zones near the sandwich bar.

This shift didn't just change the location of the product—it completely changed how shoppers interacted with it.

The Impact

The results were immediate and measurable:

- **Sales increased by up to 10%** in high-performing stores.
- Stores moved an extra **30–45 units over 4th of July weekend**, with daily turnover ranging from 12–40 units depending on the location.
- In some stores, the bins were being restocked **up to 3 times daily**.
- The increased visibility led to a significant boost in customer awareness and engagement.
- According to Hissho's Sales Representative, Michael Cruz, "It made a noticeable difference. Just bringing the fruit up to the front changed the game."

Operational Ease

The galvanized bins not only brought a fresh, modern aesthetic to the store but proved highly functional. Hissho's team found them easy to set up, clean, and refill. The pilot program quickly overcame any initial friction points, making the bins a seamless part of their merchandising routine.

Working with Alco Designs

"The best part? No surprises," says Michael. "They're high-functioning, mobile, and the benefits are clear. We'd absolutely recommend Alco Designs' fixtures to other retailers."

Looking Ahead

With consistent sales data and strong feedback from store managers, Hissho Sushi continues to champion the use of Alco's galvanized bins for strategic product placement.

