

Dairy department of the future

“Tomorrow’s dairy department” is on display, Feb. 9-12, at the **National Grocers Association 2010 Annual Convention and Supermarket Synergy Showcase** in Las Vegas. According to “Dairy Department of the Future” research, coordinated by the Innovation Center for U.S. Dairy and Dairy Management Inc., a reinvented dairy aisle can increase dollar sales by 1.6% and dairy unit sales by 2%-3%. For grocery stores, the **dairy department generates superior returns** on its space compared with other departments, generating **19% of store profit from 3% of store space**. A “new” dairy aisle could increase dairy department sales by as much as \$1 billion nationally.

Click [here](#) to view online version.