



CREATED BY GUSNIP NTAE CENTER

Grocery Glossary

This document serves to give GusNIP grantees and incentive program practitioners a glossary of the grocery world. It was created by utilizing definitions available from the [FMI \(Food Marketing Institute\) glossary](#). Not all definitions from FMI were included here; instead, this is a selection we think will most benefit nutrition incentive and produce prescription practitioners.

This glossary is a living document and may be updated and altered as needed. Please reach out if there is a term missing that you feel should be included.

The glossary is broken into three sections:

Organizations, Acronyms, and Abbreviations: This section serves as a guide to the acronyms, abbreviations, and organizations that grantees may hear about in their conversations with retailers. Further definitions may be found under the “Terms” section.

Retail Typology: This section serves to give grantees a high-level overview of the different retail stores/types they may encounter (utilizing definitions developed by the Nutrition Incentive Hub and the aforementioned FMI glossary).

Terms: This section provides definitions for grocery terms and a further breakdown of the “Organizations, Acronyms, and Abbreviations” section.

Organizations, Acronyms, and Abbreviations

(Disclaimer: In some cases, you may find further definitions under the “Terms” section.)

ANSI: American National Standards Institute

API: Application Programming Interfaces

COB: Close of business

COGS: Cost of goods sold

CPG: Consumer packaged goods

EBT: Electronic benefits transfer
EDLC: Everyday low cost
EDLP: Everyday low pricing
EOM: End of month
FDA: Food and Drug Administration
FFN: Fair Food Network
FIAE: Food Industry Association Executives
FIFO: First in, first out
FMC: Farmers Market Coalition
FMI: The Food Industry Association (formerly the Food Marketing Institute)
FNS: Food and Nutrition Services
GSCN: Gretchen Swanson Center for Nutrition
NACS: National Association of Convenience Stores
NGA: National Grocers Association
NIFA: National Institute of Food and Agriculture
OSHA: Occupational Safety and Health Administration
OTC: Over-the-counter
PG: Progressive Grocer
PLU: Price look-up codes
POS: Point of sale
ROI: Return on investment
SKU: Stock-keeping unit
SMS (Software Solution offered by LOC): Store Management Suite
SNAP: Supplemental Nutrition Assistance Program
STCR (POS): Southern Tier Cash Register (established in 1966)
TA: Trading area
UPC: Universal Product Code
USDA: United States Department of Agriculture
WIC: Special Supplemental Nutrition Program for Women, Infants, and Children

Retail Typology

(Definitions taken from Nutrition Incentive Hub and FMI)

Co-op Grocery Store: A member-owned grocery store where the decisions regarding the production and distribution of its food are chosen by its members. These stores can range in size and typically offer a large selection of natural foods.

Dollar Store: A small store format that traditionally sells staples and “knickknacks” and have in some cases shifted to selling food and consumable items at low price points that account for at least 20%, and up to 66%, of their volume (e.g., Dollar General, Dollar Tree, Family Dollar).

Drug Store: A prescription-based drug store that generates 20% or more of its total sales from consumables, general merchandise, and seasonal items. This retail type includes major chain drug stores (e.g., Walgreens, CVS) but does not include stores/chains that sell prescriptions almost exclusively (e.g., The Medicine Shoppe).

E-Commerce: Food and consumable products ordered using the internet via any device, regardless of the method of payment or fulfillment. This channel includes Amazon, Fresh Direct, and others that do not have a brick and mortar location.

Fresh Format: Distinct from traditional supermarkets and traditional natural food stores, fresh stores emphasize perishables and offer center-store assortments that differ from those of traditional retailers—especially in the areas of ethnic, natural, and organic foods (e.g., Whole Foods, The Fresh Market, Fresh Thyme, Sprouts, Natural Grocers).

Independent Traditional Supermarket/Grocery Store: Full-service grocery stores that are independently owned or licensed. These stores often operate locally or in limited geographic areas (e.g., Piggly Wiggly, IGA, Wright’s Market, ValuMarkets).

Large Chain Traditional Supermarket/Grocery Store: Publicly traded companies that operate stores, often under multiple banners and with centralized decision-making (e.g., Safeway, Kroger, Albertsons).

Limited-Assortment Supermarket: A low-priced grocery store that offers a limited assortment of center-store and perishable items (fewer than 2,000 items) (e.g., Aldi, Trader Joe’s, Save-A-Lot, Lidl).

Medium Chain Traditional Supermarket/Grocery Store: Companies that operate multiple stores across large areas and multiple states. May be family-owned/private held or ESOP (employee stock) (e.g., Harps, Coburns, Lowes, Hy-Vee, Publix, Houchens, Wegman’s, Food City, HEB, ShopRite).

Other Small Grocery or Convenience Store: A small grocery (also known as corner store, bodega, mom-n-pop, mini-mart, country store) that carries a limited selection of staples and other convenience goods and are often found in residential areas. These stores generate approximately up to \$1 million in business annually. This store type could also be a chain store that sells gasoline.

Supercenters: Supercenters offer a wide variety of food, as well as non-food merchandise. These stores devote as much as 40% of the space to grocery items (e.g., Walmart Supercenters, Super Target, Meijer, Kroger Marketplace).

Wholesale Club or Warehouse Store: A membership retail/wholesale hybrid with a varied selection and limited variety of products presented in a warehouse-type environment. These stores average 60% to 70% general merchandise/health and beauty and a grocery line dedicated to large sizes and bulk sales. Memberships include both business accounts and consumer accounts (e.g., Sam's Club, Costco, BJ's).

Terms

Ad slick: Camera-ready print ads, such as illustrations, company logos, and copy, provided by retailers and manufacturers for newspaper advertisements. Also known as slicks.

ANSI accredited standards committee x12 (ANSI ASC X12): A committee responsible for writing generic electronic data interchange (EDI) standards.

Application Programming Interfaces: Refers to a set of functions and procedures allowing the creation of applications that access the features or data of an operating system, application, or other service

Automated Clearinghouse:A company that electronically transfers monies between financial institutions.

Back end: the part of a computer system or application that is not directly accessed by the user, typically responsible for storing and manipulating data.

Backhaul: A transportation practice used to defray costs by picking up products from a manufacturer after delivering products to a store.

Bag stuffer: An ad circular placed in a customer's grocery bag during bagging.

Bagger: A retail clerk or associate who bags customers' purchases at the check stand.

Banner: 1) An in-store advertising sign or display used to identify in-store locations, sale items, and products, 2) the overarching entity under which may be numerous stores or retailers (e.g., Fred Meyer is under the banner of Kroger).

Bar code: A unique identification code on products, pallets, and coupons. The code is read by an electronic scanner for receiving, ordering, and inventory control purposes.

Base price: A price calculated by taking a product's suggested retail price and subtracting a percentage.

Blend/mix: The pricing of a defined section to achieve an overall profit percentage based on movement, unit profit, and total sales of a section.

Bottom line: A term for a net profit, which is all money taken in (gross profit) minus all expenses.

Brand image: Consumers' images of the quality, value, and taste of a product.

Brand loyalty: A level of consumer support for a product measured by the product's turnover.

Brand share: A percentage of category sales attributed to a specific product brand.

Brand: A product that is uniquely labeled by a manufacturer, private label, or national brands, for example.

Break-even point: An accounting term used to distinguish the point at which gross sales equal operating costs.

Bulk produce: Loose, unpackaged, fresh produce that customers select themselves.

Bulk product: Unpackaged products displayed in bins in large quantities and sold by the piece or the pound, such as grains, candy, or snacks.

Buyer: A wholesale or retail employee who analyzes, selects, and buys an appropriate product mix in a category.

Carrying cost: The cost of the capital employed in holding an asset (such as inventory) calculated as an interest rate (internal borrowing rate or opportunity cost of capital) times the amount of capital employed.

Case pack: The number of units of products packed in a case.

Cash handling: All operations that involve taking in or sending out money. Includes bonding employees, cash controls, coin shortages, making change at the checkout, forms, or store deposits for banks. See accounting and controls, checkout operations, pilferage, security (cash protection).

Cash store: A retailer who sells goods for cash only.

Catalog: A booklet of products, price lists, and UPC codes used for electronic ordering. See preprint order form.

Category manager: A person who analyzes product brands and mix, inventory levels, movement, shelf space allocation, promotions, buying, and profitability of a merchandise category.

Category pricing: A pricing policy that is used to determine the retail price for all products in a category.

Category: A group of similar products, such as detergents, paper goods, etc.

Cents-off coupon: A certificate that provides for a cash refund or is deducted from the purchase price at the register.

Cents-off: A manufacturer's practice of printing a cents-off coupon on a product label to boost sales for that product.

Checker: A front end employee who rings up, totals, and collects for a customer's order. Also known as a cashier.

Check-in: Receiving, checking, and signing for merchandise delivered.

Checking: The process of recording customer purchases, taking payment, making change, processing coupons, bagging, and all other functions inherent to the front-end operation.

Checkout operations: Front-end operations, including the selection and training of checkers and baggers; parcel pickup and carryout services; front end scheduling; productivity; checkout equipment, including grocery bags, shopping carts, etc.;

Checkout or checkstand: A fixture in a supermarket where customer transactions occur and where the register, scanner, and bags are located. Also known as the front end.

Circular: An advertisement that looks like a newspaper ad distributed to homes. Also called a handbill or a flier.

Clearinghouse: A company that redeems consumer coupons from retailers and sends them to manufacturers for reimbursement.

Close of business: The last hour of a business day, or the last day of a week, month, or year that business is conducted.

Closed loop: Closed loop is a payments industry term for a gift or credit card that can be used only in a single store or group of stores. Closed loop cards rarely have purchase fees, dormancy fees, or other fees associated with the general purpose, open loop gift cards.

Co-branded credit cards: A credit card issued by a retailer and a credit card company.

Coffin case or coffin freezer: A waist-high fixture used to display frozen food, with a transparent door or no door for easy access. See upright freezer.

Cold storage: A facility that stores frozen foods and perishable items that need refrigeration or special handling.

Commodities: Staple agricultural products. Basic raw materials used to make processed foods.

Compare and save signs/store signs: Store signs that compare that store's price of an item with a competitor's price.

Competitive price: The price that the same branded product is offered for sale by a competitive distributor. Also, the wholesale or retail price at which a product is sold when conforming to margins within the trade.

Consumer cooperative wholesale grocer: A wholesaler that purchases, stores, and distributes products to co-ops.

Consumer cooperative or co-op: A group that forms to buy in bulk to save money or to buy particular foods. The co-op operates food markets as a nonprofit corporation to sell products to member-families or to the general public.

Consumer Packaged Goods: Refers to a broad spectrum of manufacturers, sellers, and marketers of physical goods that are typically packaged in some way, and are sold through a retailer

Cooperative advertising: A manufacturer's ad paid for in whole or in part by the manufacturer, with a retailer's name, logo, and location inserted in the ad slick. For magazines: the participation of two or more advertisers in a single ad which includes each manufacturer's products. In national media: distributors or dealers sharing with the manufacturer the cost of an ad, usually in return for a listing in the ad.

Cost of Goods Sold: The cost paid by a company (including freight) for the goods it sells to its customers. COGS is computed by adding the cost of the inventory at the beginning of the period to the cost of goods received by the store (or warehouse) during the period, then subtracting the cost of the inventory at the end of the period.

Cost (distribution): A term that refers to freight, storage, and advertising costs of delivering a product to a wholesaler/retailer.

Cost (fixed): An expense that does not change regardless of sales or productivity, such as insurance and rent.

Cost (unit): The price of one unit of a product. It includes any related variable costs and any applicable fixed cost allocations that may apply.

Cost: The dollar amount paid for any goods or services. Retail price equals cost price plus profit.

Count: The number of units or items in a case or package.

Coupon redemption report: A report that lists the number redeemed and value of all coupons.

Coupon redemption: The act of exchanging a discount certificate for a credit at a cash register. Retailers are later reimbursed for the face value of the coupons plus handling charges.

Coupon scanning: The practice of ringing up coupons at the register.

Coupon: A discount certificate redeemed at the cash register. Coupons are distributed in manufacturer's newspaper ads, freestanding inserts, affixed to a product package, by direct mail, or electronically in store or via the internet.

Crown end display: A massive display at the end of a grocery or frozen food aisle.

Cull: Checking displayed products in cases to remove off-condition or unsalable products.

Customer count: The number of customer checkout transactions for a day or week.

Customer loyalty: The degree to which a customer repeatedly shops a store for a majority of their purchases.

Customer transaction: Payment for merchandise received.

Dairy products: Milk (including dry milk), cream, sour cream, yogurt, eggs, butter and substitutes such as margarine, cheese, and ice cream.

Dangler: A small, eye-catching sign that hangs from a product or a shelf to draw attention to an item or display.

Days-of-supply: The amount of product calculated to meet customer demand between replenishments.

Deal sheet: A vendor (DSD supplier) generated information sheet listing current or upcoming products on allowance. Includes product description, UPC codes, allowance, cost, and start date and end date for each SKU listed.

Demographics, demographic characteristics, demographic profile: A snapshot of customers, such as their age, ethnic group, gender, income, education, or marital status.

Demonstration or demo: A product promotion in a store with samples to eat and cooking-tip handouts and/or coupons.

Department i.d. Label: A department's label affixed to a package, so that the sale is credited to that department at the checkout.

Department sales report: A daily breakdown of each department's sales.

Department: An area in a retail store designated for a category of products, such as, grocery, meat, produce, bakery, among others.

Digital scale: A programmable scale that weighs, calculates cost, and prints a label.

Discount: A predetermined amount, deducted from the face of an invoice, earned for prompt payment. A sales promotion feature that is a markdown from the regular price for a limited time. A percentage deducted for volume purchases.

Display: A merchandising method of highlighting a product by arranging it in a way that attracts the attention of the customer.

Display advertising: Point-of-purchase signage developed to promote product on display.

Display case: A refrigerated or free-standing case for holding products on a sales floor.

Distribution center: A warehouse used to receive, store and ship products to retailers.

Distribution: A chain of delivery from a manufacturer to a store.

Distributor: A person or company that supplies products to a retailer through a distribution center.

Diversified wholesale grocer: A wholesaler who stocks and sells product in a variety of categories.

Dock: An area to receive, load, and unload shipments.

Drop-in display: A display unit that fits into or takes the place of grocery shelves.

Dry grocery non-foods: Products that are not food, such as paper products, detergents, or pet items.

Dry grocery: Nonperishable grocery products.

Electronic Benefits Transfer: A system utilizing a debit card for food stamp recipients to use to purchase products in a retail supermarket.

Electronic Data Interchange : The use of telecommunications to exchange business information between companies using standard formats.

Electronic Data Processing: The use of computer and other peripheral equipment in all areas of the store and headquarters to assemble, calculate, and store information. See buying, ordering, accounting and controls, checkout operations, electronic funds transfer system.

End aisle display, end cap, end display, or ends: A massive merchandise display at the end of an aisle which is a prime selling location for high margin, impulse items.

End of Month: An accounting term that designates the last calendar day of a month as the final date for payment of bills.

Fixture (fixturing): Displays, such as grocery shelves, a freezer case, a magazine, or card rack, used to exhibit merchandise.

Flagship store: The prototype for a retail store chain.

Floor merchandiser: A movable, free-standing fixture for special displays, such as a spinner, which revolves; a rack; a fixed, portable unit; a floorstand; a disposable, cardboard unit; a prepack; a disposable display with products inside; and folding tables.

Food Marketing Institute: Formerly, The Food Industry Association, FMI works with and on behalf of the entire industry to advance a safer, healthier, and more efficient consumer food supply chain.

Food stamps: A federal benefits program for low-income families, administered by the U.S. Department of Agriculture.

Footprint: The amount of square footage in a store used by a piece of equipment or display unit.

Format: Store design.

Franchise: A contractual agreement on a brand, service, name, operation, or procedure.

Franchise store: An independently owned store affiliated with a wholesale group and sharing a common name. A license to use a chain's name.

Frequent shopper program: An electronic marketing program designed to reinforce customer loyalty. A scan card used to capture customer shopping patterns and to generate product discounts (clipless coupons).

Fresh: Just picked, gathered, produced, live or unprocessed, not stale, food. A term associated with perimeter departments, including produce, deli, bakery, or floral. Also unfrozen.

Front end: 1) Of or relating to the initial phase of a process, or 2) Of or relating to the part of a software system or online service that the user interacts with (a front-end application).

Generic, generic product, or generic brand: Product packaged and sold without brand name or advertisements. Usually of a standard grade as opposed to grade A or top quality. Offers customers lower quality at a lower price and is packed in a plain package with only a simple product description and no brand name shown. Products may still be quality controlled, open dated, and unit priced. Also referred to as a no-name brand.

Grantee/practitioner: The entity which has successfully received grant funding for incentive programs and works directly with retailers.

Grocery wholesaler: A middleman who buys food and supplies from manufacturers to resell them in smaller quantities to retailers; cooperatives and voluntaries are the two major types.

Gross margin: An accounting term that refers to the difference between retail selling price and the cost of goods sold, expressed as a dollar amount or as a percent of retail sales. Gross margin percentage is computed by dividing gross margin dollars by retail sales dollars. The terms gross margin, margins, and gross profit are often used synonymously.

Gross profit: An accounting term that refers to a profit figure calculated by subtracting the cost of product from its selling price, expressed as a percentage or as dollars and cents. See markup, margin, net profit, spread.

Gross sales: The total dollar sales for a day, week, month, or year.

Hand-held terminal: A portable computer terminal used for numerous in-store operations, such as price checks or placing orders.

Hang tag: A hanging tag, also known as a shelf talker.

High-low pricing: A marketing strategy in which a product maintains a high retail price but is frequently offered as an ad special with a deep discount (low price).

Home delivery: Direct delivery of groceries to a customer's home by a retailer or separate delivery service.

Industry trade association: A nonprofit organization that represents members and provides services (e.g., referrals, direct purchases, lobbying, education services).

In-stock: Products regularly carried, currently stocked on the shelves, and available for purchase. See out-of-stock.

In-store advertising: Signage used by a retailer to merchandise products within a store.

In-store coupon: A coupon only offered to customers who shop in the store.

In-store signs/promotions: Signage used by a retailer to merchandise products and displays within the store.

Integrated POS System: Integrated is generally associated with a POS system being able to perform a function (say, process a SNAP or WIC transaction) internally as part of a consumer transaction without any external devices. For stores that do not have an integrated approach,

there are "stand beside" pieces of additional equipment used to process a SNAP/WIC transaction. An example may be ringing up the eligible EBT items on the POS system in a separate transaction from the entire order on the POS system, then having the customer use a separate terminal to process the EBT payment portion of the transaction. "Stand beside" generally means two transactions for a customer using EBT AND having non-eligible EBT (regular) items. Integrated systems automatically break out EBT items and process payments within a single customer transaction. Saves critical time for retailers having just a single transaction versus managing multiple transactions for a single customer.

Inventory: Stock-on-hand. An analysis of inventory in the store which provides the company with valuable information regarding shrink, inventory level, and management performance.

Invoice: An itemized statement of products received showing items shipped, price, and total amount billed.

Kiosk: An interactive, video terminal featuring recipes or product locations for customer service.

Label gun: A tool used to price merchandise.

Letter of intent: A legal promise to perform some activity at a future date in return for money received beforehand.

Loss leader: An item sold with little, if any, markup, or at a loss, to attract shoppers. See giveaway.

Loyalty marketing/cards: Customers' plastic store cards used to reward frequent shoppers and to collect data on purchasing habits.

Machine readable: A scannable bar code.

Magnetic stripe reader: A peripheral hooked to a computer that reads magnetic strips on the back of bankcards and credit cards.

Mailer: An ad circular direct-mailed to customers.

Margin: The difference between the cost and the retail selling price of goods.

Markdown: A price reduction of merchandise to sell older merchandise or for a specific sale period.

Markup: The percentage of increase in a wholesale price when sold at a retail price. See margin.

Merchandising: The creative handling and presentation of products at the point of sale to maximize their sales appeal.

National brand: A product distributed and sold nationwide. Usually nationally advertised with strong customer loyalty.

Net profit: The difference between gross profit and the cost of doing business. Commonly expressed as a percentage of sales. The dollar amount that remains after goods are sold and all costs are subtracted. Usually reported two ways by corporations: before and after taxes.

Net sales: Gross sales minus adjustments and returns. The final figure.

Nutrition Incentives/SNAP Incentives: Programs to increase the purchase of fruits and vegetables among low-income consumers participating in the Supplemental Nutrition Assistance Program (SNAP) by providing incentives at the point of purchase.

Occupational Safety and Health Administration: A federal agency that sets workplace safety standards and inspects facilities for safe working conditions.

Omnichannel: Online and in person buying.

Open loop: Open loop is a term used to describe general purpose cards that carry the American Express, Discover, Mastercard, or Visa logo and can be used wherever those cards are accepted. Open-loop cards have a price for their convenience — they are more likely to carry fees. Closed-loop cards, by contrast, can be used only in a single store or group of stores, but almost never come with fees.

Operating expenses: The costs of operating a business.

Operations: A division responsible for overall store operations and performance, including personnel, finance, warehousing, and distribution.

Operator: A retailer who owns and operates a grocery store.

Out-of-stock: A product temporarily oversold and unavailable in a retail store. Also, product not in supply in the warehouse. In wholesaling, it is a customer service standard used and measured as a percentage of orders placed that cannot be filled. Also known as Outs.

Overhead: The basic direct and indirect costs of a business operation, such as labor, rent, utilities, and insurance. Total operating costs, including fixed and variable expenses.

PCI compliant: Payment card industry (PCI) compliance is mandated by credit card companies to help ensure the security of credit card transactions in the payments industry.

Pegboard: A display used for small products or individual items.

Percent of profit: The selling price of an item minus its cost, expressed as a percentage of its selling price. Also referred to as margin or percent of margin.

Perishables: Foods requiring refrigeration or special handling because they spoil easily, such as meat, seafood, produce, deli, bakery, and dairy.

Pilot store: A prototype store used to test management practices, systems, and products.

Point of sale (POS): The place in a retail store where products are scanned through the register system, data is collected, and sales are tendered. POS also describes sales data generated by checkout scanners.

Point-of-purchase: The locations within a retail store where a customer purchases products.

Point-of-sale advertising: Signs, recorded messages, or gimmicks in a store that direct attention to products on sale. They may be either supplied by a manufacturer and mention specific brand names, or they may have been made by the retailer itself to call attention to a special.

Price discrimination: Discounting a product's price for one customer and not for others within a trading area.

Price fixing: An illegal practice among competitors of setting the same price for a product. Also known as price gouging.

Price leader: A brand of product featured at a low price point to increase sales volume.

Price look-up (PLU): Codes assigned to products that are normally not bar-coded, such as fast-moving items and weighed produce, to allow for fast and accurate pricing.

Produce Prescriptions: Programs in which physicians identify at-risk patients—either by a diagnosed diet-related health condition (such as diabetes, obesity, or celiac disease), a qualifying income level, or both—and write prescriptions for the consumption of subsidized nutrient-rich foods, including fruits and vegetables.

Produce: Fresh fruits and vegetables.

Producer: A grower or processor.

Progressive Grocer: A monthly magazine for the food industry, published by Progressive Grocer Associates

Promotion: A marketing campaign to increase sales through advertising, merchandising, signage, and special events.

Redemption: To cash coupons or return bottles to obtain money or discounts.

Regional chain: A group of retail stores owned and operated by the same company and located in the same area of the country.

Register: A cash register that adds up the sales of goods, holds money, and provides a display of the sales for the customer.

Restock: To fill or replenish a product to the normal stock level.

Retailer: A store owner or operator who sells products directly to customers, sets or implements retail policies and procedures and, is responsible for store conditions and profitability.

Retailers' service program: A wholesaler's marketing program designed to assist retailers with economies of scale resembling a chain operation (e.g., advertising, deal promotions, merchandising).

Return on Investment: The total gross profit that one dollar, initially invested in inventory as it is depleted, will return during a period of time. Computed by dividing the total Gross Profit generated by the item by the amount of the initial investment in inventory.

Robinson-Patman Act (1936): Federal legislation that prohibits discrimination through price discounts, special terms or services, or other means (e.g., false brokerage payments; promotion allowances for certain customers).

Roll-out: A marketing campaign to introduce a new product.

Sales area: An area designated in a retail store to display and merchandise products, provide customer service, and check out. It does not include the back room, coolers, (stock area), or maintenance areas.

Scan bars: The standardized coding system (Universal Product Code) that encrypts individual product pricing and identification information within a series of vertical lines.

Scannable coupons: Coupons with a scannable bar code used to identify the promotional program and product and to deduct the correct value from a customer's receipt.

Scanner: An electronic register system that automatically records the product description and retail price for an item by reading a UPC code with a laser.

Seasonal calendar/planner: A seasonal schedule created to simplify planning around holidays and specific selling periods (e.g., merchandising, display building, ordering, scheduling staff).

Seasonal item: Products associated exclusively with a holiday or specific time of the year. Also known as seasonal merchandise.

Seasonal promotions: A marketing plan of in-and-out promotions for seasonal events, such as Christmas, Back-to-School, Spring Clean-up, Halloween, Valentine's Day.

Server: A central computer, which provides processing for several terminals.

Shelf arrangement: The assortment and location of products on store shelves.

Shelf capacity: The total volume of a shelf. Also called holding power or pack-out.

Shelf label: A label that lists order code, description, and pack size of a product on a shelf, as well as its retail price. See shelf tag.

Shelf life: The time period a product can be expected to maintain maximum quality and freshness.

Shelf marker: A sign on a gondola. Also known as a shelf talker.

Shelf molding: The outer edge of a gondola shelf used for signs, UPC codes, retail prices, etc.

Shelf price: The retail price stored in an inventory file, shown on a shelf tag, and marked on an item.

Shelf space: The amount of shelf space allocated to a product category and to each product within the category.

Shelf stable: A processed food product that remains safe to eat without refrigeration.

Shelf strips: A shelf sign for a product. Also known as a shelf talker.

Shelf tag: A label attached to shelving which is used to identify and describe a specific item.

Shelf talker: Merchandise signs, attached to the shelf molding, used to draw customer attention to a product.

Shopping behavior: An observable pattern of consumer behavior, typically in response to sales displays or product price reductions.

Shrink allowance: An estimate of loss of inventory, due to delivery errors (an incorrect item or the wrong amount), theft, damages, or spoilage.

Shrink, shrinkage: The amount of missing items due to poor management controls, receiving practices, shortages, spoilage, theft, breakage, and other reasons.

Signage: Advertising signs of many sizes used to attract customers to a display or a shelf location.

Spinner: A free-standing display rack that rotates 360 degrees.

Split tender transaction: Two or more different forms of payment in a single transaction.

Spot display: A product display in a high traffic area of a retail store.

Staples: A necessary or basic food, such as flour or sugar.

Stock: To shelve products or to build a display.

Stocking: A process of shelving products in a store.

Stock-Keeping Unit: A number that identifies each separate brand, size, flavor, color, or pack of a product.

Store brand: A private-label product carried by a retailer. See private label.

Store format: The retail design or store layout based on size, services, prices, sales volume, and skus, such as a convenience store, superstore, or a conventional store.

Store layout: The design and lay-out of floor space and the placement of fixtures within a department or retail store.

Store loyalty: See customer loyalty.

Store perimeter: The departments located along the outside walls of a retail store, usually perishable departments.

Store supervisor: An operations manager responsible for conditions, safety, product levels, and cash handling procedures for several retail stores; a district manager.

Store traffic: A customer count recorded by hour, day, week, month, or holiday. See traffic.

Storewide promotion: A thematic merchandising and promotional program with all retail departments within a participating store.

Suggested retail price: A manufacturer's recommended price for a product.

Supermarket News: A weekly newspaper for the food store industry published by Capital Cities Media, Inc.: New York.

Supplier: A generic term for wholesalers who sell to and supply retailers directly and indirectly (e.g., manufacturer, vendor, broker, reseller).

Supply chain: The process of fulfillment and movement of goods from producer or grower to consumer.

Tagging: A price or informational sign that highlights an item.

Tare: The weight of the packaging subtracted from the weight of the product, so the customer doesn't pay for the container. The allowance for perishable shrinkage between the weight marked on the item when packed and the actual weight when sold.

Tender/tendering: This is the process of accepting one or more types of payment to pay for the balance of the transaction.

Terminal: A computer or cash register display.

Tie-in merchandise: A multi-product display method in which a high-impulse item is linked to a staple or featured item.

T-Log: transaction logs which are generated by the POS.

Trade advertising: A manufacturer's advertisement directed toward the retailers or wholesalers who sell their products.

Trade: An industry term for the grocery industry which includes wholesalers, retailers, food brokers, vendors, and associations.

Traffic: In retailing: the number of people moving through a retail store or department. In warehousing: the number of product turns.

Turnover (employee): The rate at which employees are hired and terminated.

Turnover (inventory): The rate at which the investment in inventory is converted to sales. In inventory, the term is sometimes used to mean the dollars in sales generated by each dollar invested in inventory (dollar sales divided by dollar inventories).

Unit of sale: A container with one or more consumer units, usually with a fixed count and identical product, that is bought and sold by trading partners. Unit of sale for grocery can range from standard pack units to planned promotional sizes.

Unit pricing: Additional information on a product price used by shoppers to compare the retail price of the item plus an additional price per measure, such as price per pound, per pint, etc.

Unit: A standardized package or amount used in shipping (e.g., pallet, slip sheet).

United States Department of Agriculture: A federal agency that oversees food production and inspection. The USDA establishes grade standards for commodities, conducts agricultural research, and makes results available, administers food programs, such as food stamps, and distributes food and nutrition information.

Universal product code: A number and bar code that identifies products, which is scannable.

Vendor coupon: A coupon initiated and refunded by a supplier or vendor.

Vendor: A person or company that sells or delivers goods or services. See supplier.

Void: The process of removing an item after an order is rung on a register.

Volume: The amount of product sales by brand, category, department, or store.

Wand: A hand-held bar code reader used for ordering, price checking, etc.

Warehouse: A distribution center that orders, stores, and ships products to retailers.

Waterfall display: A mass display that seems to flow from a case. Usually dummied and put up just prior to peak traffic periods to encourage sales.

Wholesale distributor: A company that stores, delivers, and sells specialty products to a retailer (e.g., candy, tobacco). Also known as a Candy and Tobacco Jobber.

Wholesaler: A company that buys directly from a manufacturer and sells to retailers and is either affiliated (co-op or voluntary) or independent.

Window banner: A point-of-sale sign hung in the window of a retail store.

Women, Infants and Children: A federal benefits program for families with children five years of age or under and who meet income requirements.

Zone pricing: A price scale used to calculate all transportation costs, using criteria such as distance, revenue of the load, and weight.

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