



Food Concepts, Inc. (FCI) Introduces PanelRak™ Impulse Merchandiser for Checkout and High Traffic Retail Environments

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Food Concepts, Inc. (FCI) announces the introduction of the patent pending PanelRak™ Impulse Merchandiser, a compact, modular display solution designed for impulse merchandising at checkout, point of sale, and other high traffic retail locations.

The PanelRak™ Impulse Merchandiser is built to help operators present small format, high margin products in areas where purchase decisions are made quickly. Designed for convenience stores, foodservice environments, and retail settings, the unit supports flexible merchandising of snacks, beverages, protein items, gift cards, and other grab and go products within a minimal footprint.

A configurable impulse merchandising solution built for high-traffic environments

The PanelRak™ Impulse Merchandiser is a configurable retail display fixture that supports impulse purchasing by improving product visibility, accessibility, and placement at checkout and other high traffic areas.

Where it is used

The unit is designed for:

- **Checkout counters and point of sale areas**
- **Coffee stations and beverage zones**
- **Foodservice kiosks and micro markets**
- **High traffic retail pathways**

How it supports store performance

Impulse merchandising is driven by visibility, placement, and ease of access. The PanelRak™ Impulse Merchandiser allows operators to adjust layouts quickly using baskets, peg hooks, and shelves, helping teams respond to product changes, promotions, and customer behavior without reworking the store layout.

Its narrow footprint makes it practical for space constrained environments, while its modular design supports consistent merchandising across multiple locations.

Designed for flexible merchandising from multiple angles

The PanelRak™ Impulse Merchandiser can be merchandised on the front, back, and both sides, giving operators flexibility in how products are presented within different store layouts. Custom header options are also available to support branding, promotions, and product visibility at the point of sale.

Built for flexibility and long-term use

Constructed from powder coated steel and shipped fully assembled, the unit is designed for durability and straightforward installation. As part of the award winning PanelRak™ system, it uses standard baskets, peg hooks, and accessories, allowing operators to expand or reconfigure displays without replacing fixtures. This modular approach supports more efficient use of materials over time while maintaining consistency across locations.

Designed for how operators actually work

“Impulse purchasing is driven by placement, visibility, and ease of access,” said Brad Duesler, Founder & CEO. “This solution gives operators a practical way to merchandise high margin items consistently, while maintaining flexibility as stores evolve.”

The PanelRak™ Impulse Merchandiser reflects FCI’s focus on practical, performance driven solutions that align with day to day store operations. By combining a compact footprint with modular flexibility, it supports both immediate merchandising needs and long term adaptability.

Learn more about the PanelRak™ Impulse Merchandiser:

<https://foodconcepts.com/impulsemchandiser/>

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About Food Concepts, Inc. (FCI)

Food Concepts, Inc. (FCI) designs and manufactures custom fixtures, graphics, and proprietary equipment for foodservice, QSR, and retail environments. Based in Middleton, Wisconsin, FCI supports partners through design, engineering, manufacturing, and rollout, delivering solutions built for performance, consistency, and long term use.