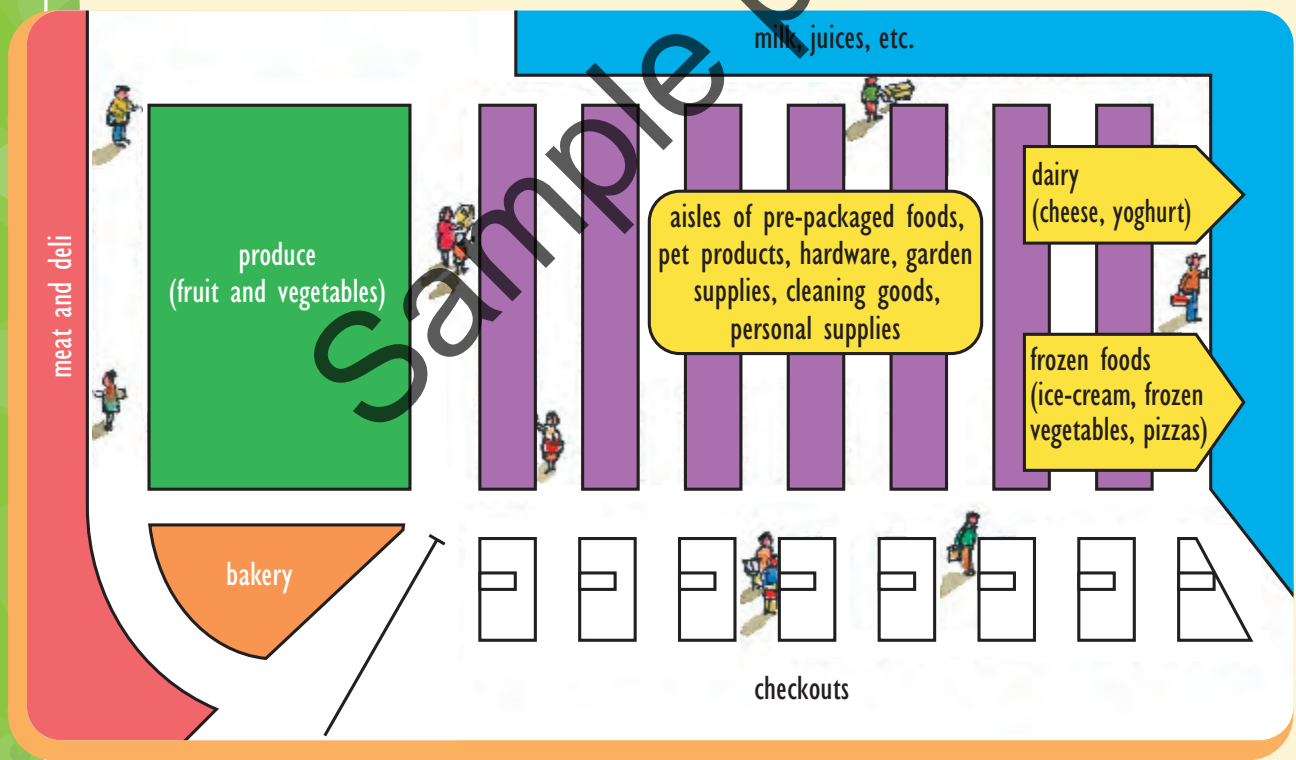


Are All Supermarkets the Same?

It's easy to get lost in a big supermarket. The aisles are long and you can't always find what you want right away. There often doesn't seem to be any reason why, say, the breakfast cereal is in the same aisle as the cake mix. Every supermarket is different, which can make shopping even more confusing! But you can be sure that the layout of each supermarket has been carefully planned.



The layout of a supermarket may seem confusing, but it has been carefully planned.

One thing you can usually count on is that the milk fridge will always be at the very back of the supermarket! This is because milk is the thing that people need to buy the most. The people who run the supermarket want to make sure you have had the chance to pass as many other things as possible on your way to find the milk so you will buy more.

Most supermarkets also have stands at the checkout containing chocolate, chewing gum and magazines. This is to tempt you to buy something else while you're waiting in line.



Items are placed near the checkout to tempt shoppers.