



PARTNER PROFILE



Scheels

Background

Scheels has a rich history, dating back to 1902. What began as a general hardware store serving one community quickly grew to offer sporting goods in 30 locations. The chain is now known for offering expert product advice, and lives a philosophy of constant team training.

In fact, it was a 'Fishing University' pro session that brought Von Hanson's Snacks to the attention of the team. Von Hanson's Owner and skilled fisherman, Jon Tennessen, brought the pretzels to the training session and the rest was history.



Store Presence

- 30 stores
- Seven SKUS of unique flavors
- 4- and 7-oz sharable tubs

Outcome

The Scheels team recognized the sales potential of the seven flavors of pretzels, and requested packaging that would make it easy for snacking on the go. With price points that encouraged purchases of multiples, they tested the assortment in a few stores. Sales dictated the expansion into the entire chain.

Von Hanson's has achieved a record of good partnership with Scheels. Tony Duerr, Operations for Scheels, states "they are a very responsive, good partner to work with." Extra units are shipped with orders at times, enabling the team to put out sampling trays. This, in turn, drives category sales.

The assortment is doing well in the region, and has become a recognized brand with Scheels customers.

"I appreciate the extra products for sampling because the key to success is simple: Just get it in the hands of the customer."

- Tony Duerr, Operations



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