



LIGHTING FOR
FOOD RETAIL

 **LIVAL**

RETAIL LIGHTING

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A supermarket with its wide variety of fresh and packaged food offers a challenging environment for lighting. Selecting the right illumination starts by considering the characteristics of the object on display.

LED light is a great starting point when selecting illumination for food due to the minimal UV and infrared components in its spectrum. This in itself prolongs the shelf life of fresh and packaged food. Other important aspects to consider in illuminating food retail are addressed in this guide.

In our product range you will always find the right light.





FRUITS & VEGETABLES

Fruit and vegetable section is often the first department that consumers enter at a supermarket and therefore it has an important role in creating a positive first impression. Freshness, quality and healthiness are highlighted in the expectations of consumers for this section. The richness and fullness in color of fruits and vegetables are pivotal in the purchase decision and can be improved upon by selecting a suitable lighting. Quality and positively fresh display of fresh goods lead to purchase decisions and affects the overall impression of a supermarket.

Solution: **LIVAL Clean White 930** accentuates appetizing colors of fruits and vegetables and its brightness brings out the freshness.

BAKERY

Newly baked bread with its crust and warm glow of golden brown is bread at its best. The smell of baked goods draws the consumer towards the bakery section, however, in a cold light a perfect bread looks pale or undercooked. It is also important to remember that often in the same section are displayed pastries with their variety of colors. For this reasons bakery goods require light with accurate color rendering for the red berries as well as green marzipan in addition to a warm color temperature.

Solution: **LIVAL Clean White 927** brings out the warm, inviting glow of bakery goods and offers accurate color rendering for a wide variety of pastries.





CHEESE

Appealing to consumers' sensuality, indulgence and dreams is the way to entice purchase decisions of gourmet cheese. Lighting has an important role in setting the right mood and displaying delicacies attractively. When displaying cheese a uniform light with a capacity to render correctly shades of white and yellow enables the delicacy to maintain its natural appeal. A gentle light and a temperate level of luminance with an even light distribution sets a relaxed and sensual mood.

Solution: **LIVAL Clean White 930** is your choice for cheese as it provides gentle light and maintains the natural shades of white with high color rendering accentuating the quality of the product.

MEAT

Research* has proved that color is the most important criteria for consumer purchase decisions when buying meat products. It is through color that consumers perceive freshness of meat and choice in lighting has significant impact on how meat appears on display. For a butcher prolonging shelf life and avoiding greying of the meat is particularly important. The greying of meat is a natural process that occurs to meat on a counter as well as in sealed packaging, however, it's important to recognize that both quantity of light and wrong type of light increase the speed of the process. The illumination of the meat counter and prepackaged meat is implemented with lighting engineered for meat products that accentuates color and prolongs shelf life. The level of luminance is conservative and light distribution is even.

Solution: **LIVAL Meat 940** brings out the full-bodied color of meat while retaining whiteness in fatty tissues and it minimizing negative impact of light on shelf life.

*Eylter, E., & Ozian, A. (2011) Production of frankfurters with tomato powder as a natural additive. LWT – Food Science and Technology, 44(1), 307-311





FISH

Fish counter with its bed of ice is a cornerstone of fresh food for many supermarkets. In addition to pale and grey shades common for seafood lighting needs to care for the bright and colorful fish such as salmon as well as shellfish. Colder color temperature sets the overall impression of freshness and high color rendering brings out the details in colorful seafood.

Solution: **LIVAL Fish 940** makes the bed of ice sparkle and brings out the precious colors and patterned details in seafood.

WINE & BEER

In the wine and beer section it is important to create a warm atmosphere where full-bodied colors and the quality of the product are brought to light. Purchase decisions for drinks are often emotionally underlined with desires and memories playing their part. The decision making process is rarely hurried with consumers spending extended periods of time lingering in this section. Lighting has an important role in creating a pleasant atmosphere to enhance the extended consumer experience. Spotlights may be used to accentuate products and to create a more exclusive setting.

Solution: **LIVAL Clean White 927** creates a comfortable atmosphere and brings out the full-bodied tones in wine and beer. Excellent color rendering gives the product and packaging the quality of light that it deserves.



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