Sweet
cloud

Sweetcloud

Expanding the Sweet Snack Category

The Opportunity

Retail popcorn shelves are mostly filled with salty, “cinema-style” options. The sweet snack segment remains underrepresented, offering a profitable new niche for growth.

Our Solution

Retail popcorn shelves are mostly filled with salty, “cinema-style” options. The sweet snack segment remains underrepresented, offering a profitable new niche for growth.

About This Catalog

This catalog is designed to showcase how the **SweetCloud** brand can be presented in store. Inside, you'll find a full range of POSM materials — from hanging solutions and shelf elements to branded stands and promotional equipment.

It will help you choose the right tools to design attractive retail spaces, increase brand visibility, and boost sales.

Shelf Stopper

- A vertical divider or panel emphasizing a specific brand.
- Helps visually "stop" the shopper's gaze.

CARAMEL
POPCORN
Sweet cloud
Sweet cloud
Sweet cloud

Shelf Talker

- A horizontal overlay attached to the price holder.
- Used to highlight key messages: “New”, “1€”, “Premium Caramel”.

FRUIT MIX POPCORN
CARAMEL POPCORN
NEW Sweet cloud
Sweet cloud
Crunch. Smile. Repeat.
Sweet cloud

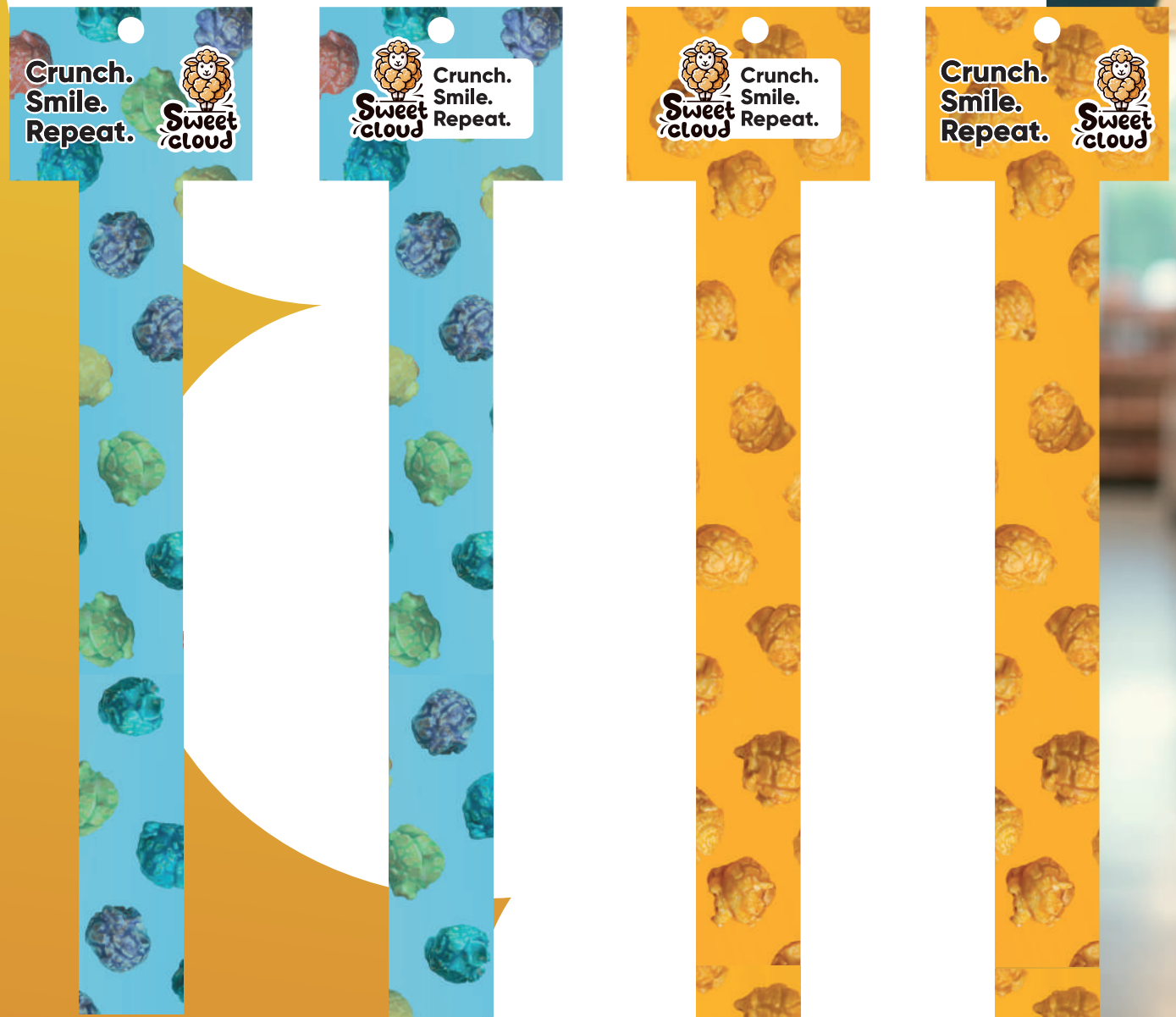
Sweet cloud
Crunch.
Smile.
Repeat.

Shelf Wobbler

- A cardboard or plastic tag on a flexible stem, protruding from the shelf.
- Attracts attention to the product through movement.

Hook Strip / Clip Strip

- A plastic or cardboard strip with hooks.
- Hung next to other products (e.g., Coca-Cola, chips).
- Allows impulse sales of SweetCloud as a “second item.”



Show box

- A small box or stand placed in the checkout area.
- Designed for impulse purchases (SweetCloud cups priced at €1).

Danglers (Mobiles / Hanging Elements)

- Cardboard or plastic elements suspended from the ceiling on strings.
- Create a branded atmosphere in the retail space.

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Floor Sticker (Floor Graphics)

- Vinyl stickers applied to the floor (arrows, logos).
- Used for exhibitions or events (less common in stores due to approval requirements).

Sweet cloud
FRUIT MIX POPCO
CARAMEL POPCORN
125

Roll-up Banner

- A vertical banner on a collapsible stand.
- Used for events, exhibitions, and promo zones in shopping malls.

Sweet cloud
Crunch.
Smile.
Repeat.

Sweet cloud
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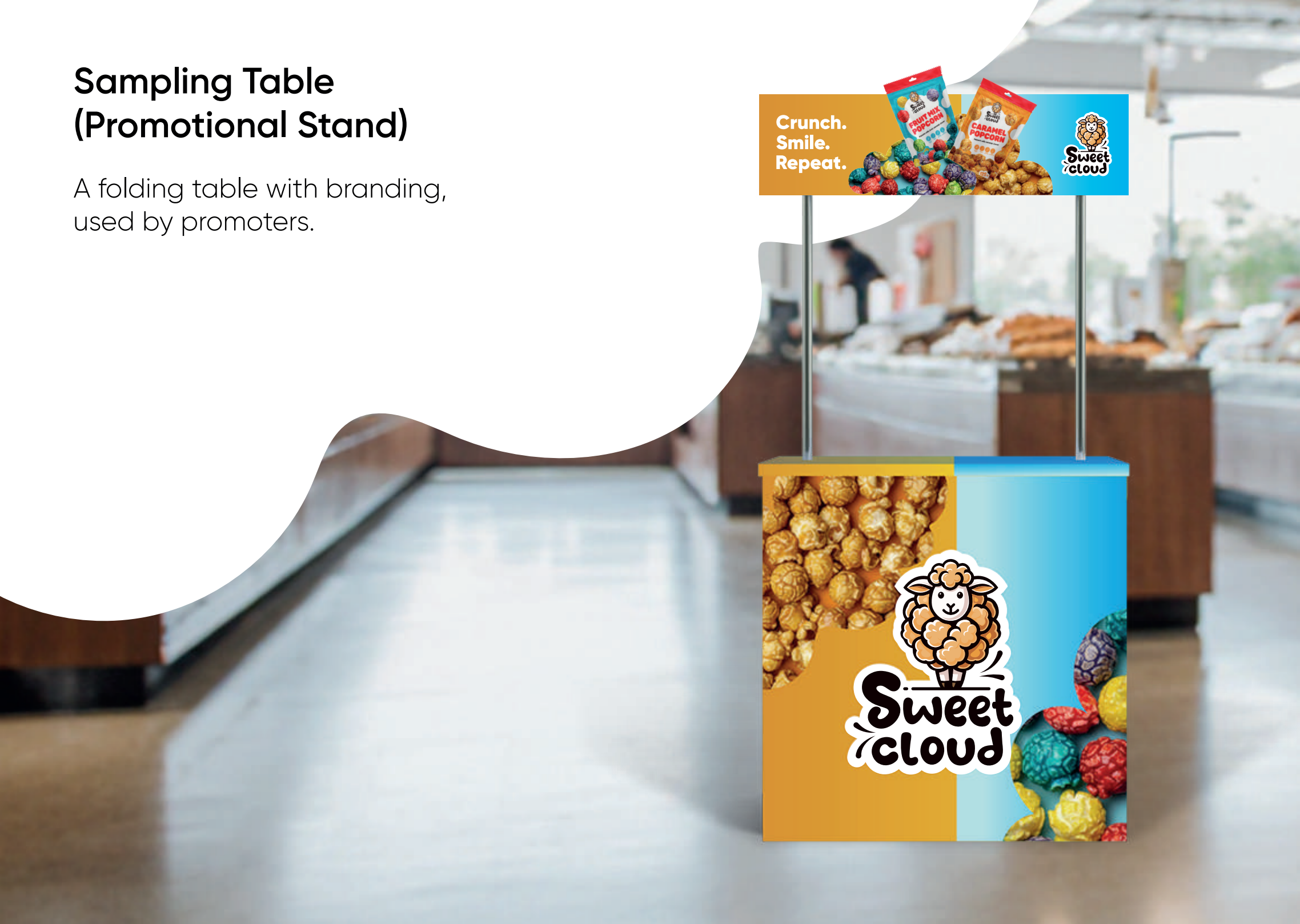
Sweet cloud

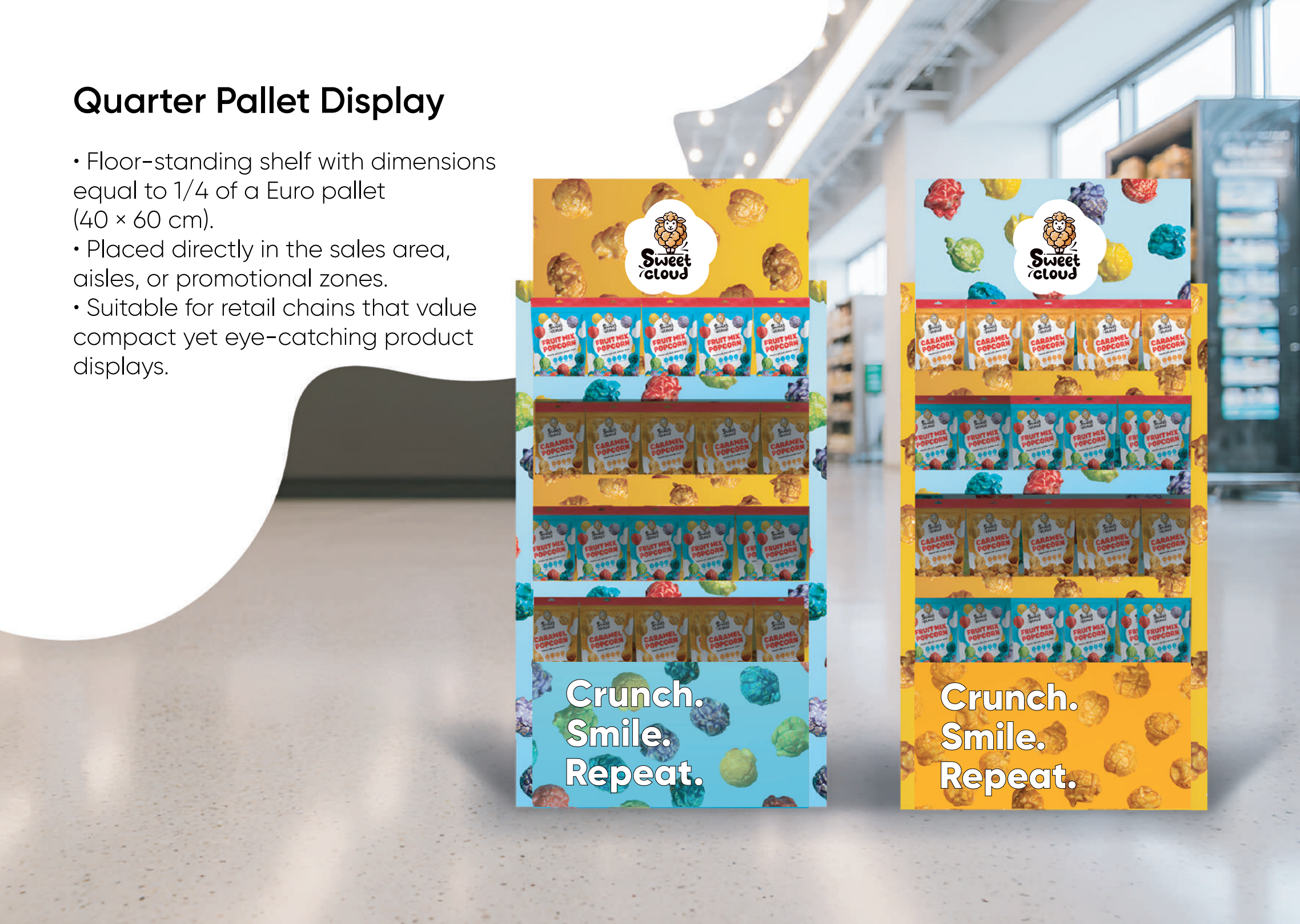
Sampling Table (Promotional Stand)

A folding table with branding, used by promoters.



Quarter Pallet Display

• Floor-standing shelf with dimensions equal to 1/4 of a Euro pallet (40 × 60 cm).
• Placed directly in the sales area, aisles, or promotional zones.
• Suitable for retail chains that value compact yet eye-catching product displays.



Website:
www.sweetcloud.me

Let's build
the caramel
popcorn category
together!

Crunch.
Smile.
Repeat.