

Case Study



LLS Signature Shellfish Spa®

Have you ever walked up to a seafood case and said to yourself, “those clams look good today” or “wow look how fresh those oysters are, I’ll have them for dinner”? Surely you have not, and multiple surveys have shown time and time again that live shellfish is rarely, if ever, an impulse buy. Most sales of clams, oysters and steamers are pre-meditated, and NOT impulse. The shopper will have this item on their list if it’s on their menu. Well LLS has taken that low performing category and brought it into the impulse buying realm. You can actually capture some extra disposable impulse dollars, and reduce shrink, with our all new, signature

Shellfish Spa®



- Display up to 3 levels on each rack
- Water rains down on top of each level with the patented LLS rain tray
- Ultraviolet sterilization insures crisp, clean, water



- 🦀 Water is maintained below 41° with self contained condensing unit
- 🦀 Easy access valves make required water changes a snap
- 🦀 Modern, sleek blue LED lighting to enhance the look of the product

Case Study # 1 (Enfield CT)

- 🐚 Tanks have been in store for 24 months
- 🐚 TY vs LY sales in category, same period, are up 26%
- 🐚 Shrink in category TY vs LY, same period, is down 47%
- 🐚 Customer testimonials:

"The steamer clams we had last week were the best ever. Not a speck of sand in them, and plump. My husband was really surprised that they came from a supermarket"

Tina B. Windsor CT



"I didn't plan on buying oysters today and when I saw them in the display case it reminded me of our Caribbean vacation so I figured I would surprise my husband. Oysters Rockefeller are his favorite"

Wilma J East Longmeadow MA

"I eat clams all the time in restaurants, but these have been by far the juiciest I've ever had, no lie"

Bobby G Enfield, CT

Case Study # 2 (Ramsey, NJ)

- 🐚 Tanks have been in store for 8 months
- 🐚 Sales in category, 3rd qtr. April - June, are up 54%
- 🐚 Shrink in category, 3rd qtr. April - June is down 100%
- 🐚 Employee/Owner testimonial



"I get a lot of compliments, especially from my regular shoppers about my seafood dept. Since we put in these tanks my customers can't walk by without taking a look. It's so easy to work with too".

Lenny M. Seafood Mgr

"We decided to invest in this display case because we needed a competitive edge over the big box store & growing competitors in our market. The results speak for themselves and I'm thrilled. We're seeing a positive ROI"

Larry I, Owner

Case Study # 3 (Sea Bright, NJ)

- 🐚 Ocean front restaurant with gourmet seafood menu
- 🐚 #tanktotable marketing on social media
- 🐚 Wine tasting events in conjunction with raw bar options
- 🐚 Shellfish sales are up 28% (raw and cooked)

At Drift house, we installed a state of the art Shellfish Spa® in our main dining room, next to new lobster tanks. is keeps them pristine in chilled, UV sterilized salty water that mimics the pure ocean conditions in which they're harvested. The oysters are plump, fresh and sand free.

David Burke – Award winning Iron Chef



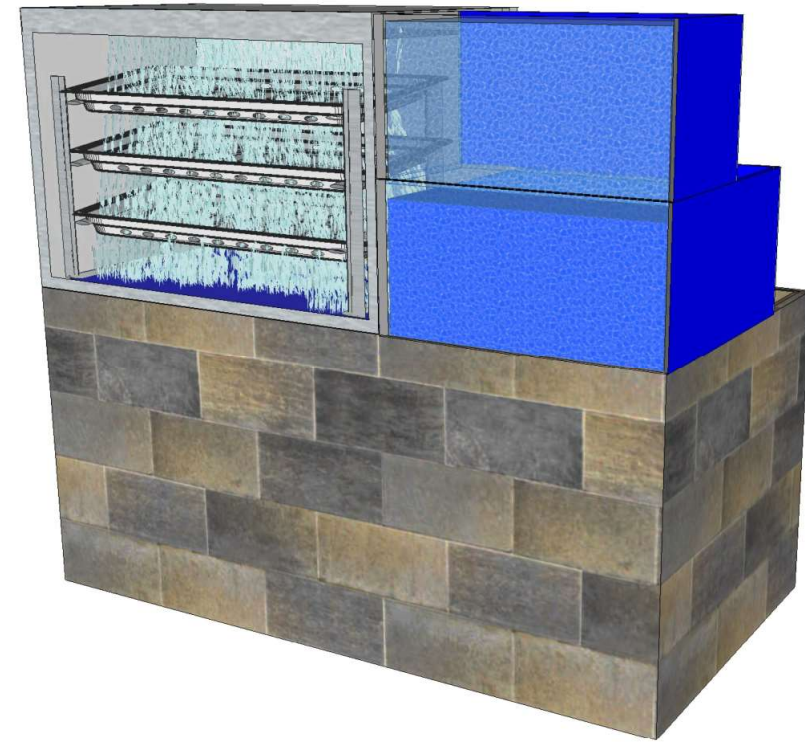
2 Models and Custom Options Available



6 pan



3 pan



Conception to Installation



"It's been a win win!" Charles M, Owner, Enfield CT