

## DMX Scents Help Oklahoma Bakery Pull In More Dough

The smell of money is wafting through the four locations of Merritt's Bakery ([www.merrittsbakery.com](http://www.merrittsbakery.com)) in the Tulsa, Okla., area.

For 29 years, customers of Merritt's regularly remarked about the aromas in the bakery. But now that Merritt's bakes its goods at a central location - away from the stores - those familiar in-store aromas have practically disappeared.

"The lack of fresh bakery smells can be very detrimental to any baker operating a 'cold spot,' which is what we call a store without ovens," says Larry Merritt, president of Merritt's Bakery.

As Merritt and his wife strolled down a row of vendors at a Texas Restaurant Association show in Houston, they sniffed out a solution - scent machines from Austin, Texas-based DMX Inc., which specializes in sensory branding. For about a month, Merritt's has had one DMX scent machine in each of its four stores.

"The machines have produced the results I was looking for," Larry Merritt says. "The new birthday cake scent is wonderful, and again my customers are commenting about the fresh-baked aromas in my stores. The added sales that I expect from the positive shopping experience that DMX created will no doubt pay for the system many times over."

For Merritt's Bakery, old-fashioned aromas + new technology = sales.

Here's why the Merritt's experience is important to businesses and consumers: Our sense of smell is tied directly to the emotion-processing area of the brain. In fact, 75 percent of emotions are generated by smell, according to a Millward Brown study. People perceive scented areas as more luxurious and items found in those areas as 15 percent to 20 percent more valuable.

