Although much research has examined consumer choice in isolation (e.g., choosing which of several brands to buy in a single product category), real world consumer choice often involves making a series of whether or not to buy decisions among products that belong to adjacent categories and serve the same higher order goal (e.g., choosing if one should buy toothpaste, mouthwash, floss, and/or whitening strips in the oral care aisle). This paper develops a goal theoretic framework to understand how a consumer’s mindset, whether abstract or concrete, influences her likelihood of purchasing products from adjacent categories. Specifically, we propose a differential activation of the higher order goal (e.g., oral care) in the abstract mindset will increase consumers’ desire for additional means to that goal (e.g., purchasing products from adjacent categories). Across a series of experiments, we find that an abstract mindset increases the number of products purchased from adjacent categories. In support of our proposed framework, we find this effect of mindsets on the propensity to purchase applies only to products that relate to the same higher order goal. We draw on the relationship between abstract and concrete mindsets and regulatory focus to provide converging evidence for a shift in mindset as the causal force underlying this pattern of results. We find that a promotion focus, which engenders more abstract processing, increases the number of products purchased from adjacent categories. The paper concludes by suggesting strategies for how an understanding of consumer mindsets can be used to improve marketing communications.