

# EASTER MERCHANDISING TIPS

**Easter is April 21st**, just a couple of weeks away! A good plan for this special holiday needs to take shape now to make sure that we are set up for success. Four Seasons will have great quality organic and conventional produce for you to meet all your customers' special variety and traditional holiday needs.

## MERCHANDISING NOTES:

- Order holiday semi-perishable and hard tonnage items early. Plan on getting your tonnage items into your stores by the Tuesday before Easter.
- Develop an off-peak or evening fill schedule for your hard goods (potatoes, onions, dips, dressings, nuts, etc).
- Stay ahead with ripening bananas and tomatoes in order to have ready-to-eat, mature fruit on display. Consumers will want to consume this product immediately.
- Easter business comes late. Good Friday & Saturday are crazy business days at the supermarket.
- If you bring in your key holiday volume items early this will help your department's efficiency and organization. It will also take pressure off of our warehouse selectors, loaders, and trucks to help prevent delayed deliveries on those crucial final days before the holiday weekend.
- If you are not waiting on trucks and have the product on hand, your department operations will run as smoothly and efficiently as possible. Your time will be more productive working on the sales floor, engaging with your customers.



## TRADITIONAL “MUST-HAVES” & OTHER EASTER ITEMS CHECKLIST:

### VEGETABLES

- |   |  |
|---|--|
| <input type="checkbox"/> Acorn & Butternut Squash       | <input type="checkbox"/> Endive                      |
| <input type="checkbox"/> Artichokes                     | <input type="checkbox"/> Escarole                    |
| <input type="checkbox"/> Asparagus & Asparagus Tips     | <input type="checkbox"/> Fennel (Anise)              |
| <input type="checkbox"/> Baby Peeled Carrots            | <input type="checkbox"/> Garlic                      |
| <input type="checkbox"/> Beets                          | <input type="checkbox"/> Green Beans                 |
| <input type="checkbox"/> Broccoli                       | <input type="checkbox"/> Herbs (especially parsleys) |
| <input type="checkbox"/> Broccoli Rabe                  | <input type="checkbox"/> Leeks                       |
| <input type="checkbox"/> Brussels Sprouts               | <input type="checkbox"/> Lettuce (Romaine & Leaf)    |
| <input type="checkbox"/> Cabbage (Red, Green, Savoy)    | <input type="checkbox"/> Mushrooms                   |
| <input type="checkbox"/> Cauliflower                    | <input type="checkbox"/> Parsley Root                |
| <input type="checkbox"/> Celery & Celery Root           | <input type="checkbox"/> Peas (Snow & Sugar Snap)    |
| <input type="checkbox"/> Cole Slaw Kits                 | <input type="checkbox"/> Peppers (all colors)        |
| <input type="checkbox"/> Collard Greens                 | <input type="checkbox"/> Radishes (bunched)          |
| <input type="checkbox"/> Cucumbers (Field Grown & Euro) | <input type="checkbox"/> Salad Mixes                 |
| <input type="checkbox"/> Eggplant                       | <input type="checkbox"/> Shallots                    |



# TRADITIONAL “MUST-HAVES” CHECKLIST (CONTINUED):

## FRUIT

- Berries (all varieties)
- Cantaloupes
- Grapes (red & green seedless)
- Honeydew
- Kiwifruit
- Lemons & Limes (*essential for all seafood dishes that will be consumed through Easter*)
- Mandarins
- Navel Oranges (CA)
- Pineapples
- Watermelons (regular & mini seedless)

## HARD GOODS

- New crop Red & Yellow Potatoes
- White & Russet Potatoes
- Sweet Potatoes

## BAKING

- In-shell Nuts & Nut Meats
- Pine-nuts
- Dates
- Figs
- Raisins
- Prunes
- Coconuts

## MISCELLANEOUS

- Potted Bulbs & Flowers
- Fresh-Cut Flowers
- Palm Crosses



## 2019 EASTER SCHEDULE

### SATURDAY 4/20:

Standard delivery schedule.

Sales office open 8:30 am to 1:00 pm - taking orders for Monday delivery.

### EASTER SUNDAY 4/21:

Standard delivery schedule. Offices **CLOSED**.

# PASSOVER

Passover begins April 19, starting at sundown, and runs through April 27.

*\*All foods consumed during this period must be Kosher\**

## IMPORTANT PASSOVER HOLIDAY ITEMS:

Bitter Herbs are very important for the Sedar Plate - Horseradish, Dill, Endive, Escarole, Romaine Leeks, Onions, Ginger, and Soup Mix.

Take orders now for 50lb Horseradish, 25 lb Turnips, Beets & Parsnips, Full Case Dill, Root Parsley & Leeks.

## VEGETABLES:

Beets, Carrots, Parsley & Parsley Root, Kirby & Euro Cucumbers, Green & Colored Peppers, Celery & Celery Root, Scallions, Spinach, Green Vegetables (No Beans), Red Cabbage, Turnips, Parsnips, Fennel, Garlic, Rosemary, Basil, Thyme, and Oregano.

## FRUITS:

Pineapple, Peaches, Apricots, Nectarines, Apples, Oranges, All Berries, Melons, and Grapes

## OTHER GOODS:

Sweet Potatoes & Yams, White, Gold, and Red Potatoes, Walnuts (in-shell & meats) Kosher for Pass-over dried fruits & honey

## CERTIFIED KOSHER FOR PASSOVER ON SELECT ITEMS?

Dole - **YES**

Attitude/Veg Pro - **NO**

Taylor Farms/Green Giant - **YES**

Fresh Express - **YES**

Olivia's State Garden - **NO**

organicgirl - **YES**

Earthbound - **NO**

