

JULY 4TH MERCHANDISING

It's time to make your scheduling, ordering, and merchandising plans for the Independence Day holiday sales period!

INDEPENDENCE DAY “MUST-HAVES” CHECKLIST

GRILLING VEGETABLES

- Asparagus
- Eggplant
- Fennel
- Mushrooms - Portabella Caps & Slices
- Sweet Onions
- Peppers - Sweet Bell & Mini Sweet
- Potatoes - Russet Counts
- Potatoes - Grill-Ready Packs
- Squash - Zucchini & Yellow
- Sweet Corn - Bulk & Tray Packs

STONE FRUIT

- Apricots/Apriums
- Cherries - Dark Sweet & Rainier
- Nectarines - Yellow, White, & Donut
- Peaches - Yellow, White, & Donut
- Plums - Red & Black
- Pluots/Plumcots

VALUE ADDED

- Croutons
- Dips
- Dressings
- Fresh cut Fruits and Veg
- Garlic Expressions Marinade
- Guacamole
- Juices
- Kabob Kits
- Salsa
- Veggie Trays

PICNIC INGREDIENTS

- Lettuces
- Onions
- Potatoes - Red & Gold (for potato salad)
- Slicing Tomatoes

MELONS

- Cantaloupes - Athena-style, Tuscan, & Western
- Honeydew
- Watermelons - Mini
- Watermelons - Whole & Cut
- Specialty Melons (Kiss Melons)

BERRIES & GRAPES

- Blackberries
- Blueberries
- Raspberries
- Strawberries
- Grapes - Red/Green
- Grapes - Cotton Candy

ORDERING TIMELINE

Four Seasons Produce will be delivering on a standard schedule for the week before and of the 4th of July. On Independence Day, the office will close at noon. Don't wait until the last minute to fill your cooler and back rooms or you might be caught with empty shelves and be waiting on a delivery to satisfy your customers.

THURSDAY 6/27:

Order your hard goods such as croutons, dips, dressings, snacks, juices, etc) to arrive this day. Get 'em in and pack 'em out early so you're not messing around with these areas of your department during the busiest times of the selling period.

FRIDAY 6/28 - SATURDAY 6/29:

Order your hard fruits and vegetables. Have your evening associates pack out your semi-perishables and non-perishables & hard fruits and vegetables. Have your back rooms and storage areas organized and straightened in preparation for large deliveries. Be organized and the holiday will go smoothly.

SUNDAY 6/30 - MONDAY 7/1:

Get your tonnage items in early! Start taking delivery of your sweet corn, summer fruits, watermelon and cantaloupe needs. If you wait until Monday 7/1 to bring in our heaviest orders, you'll be waiting on your delivery for product that you need to sell that day. The heavy surge of customers will begin on Friday and pick up momentum as you get further into what will be a long holiday weekend.

TUESDAY 7/2 - THURSDAY 7/4:

Bring in your refill of ad items, highly perishables, and product to cover your holiday sales and Friday morning business.



MELON MERCHANDISING

- **Keep your melon displays chock-full with variety.** The summer heat of the holiday makes your customers crave refreshing fresh melons.
- **Your cut display space should be heaviest on halves** giving you the higher rings.

BERRY MERCHANDISING

- Keep your berry patch full with all sizes and varieties of **Strawberries, Blackberries, Blueberries, and Raspberries.** This is an ideal time for big packs.
- During the heat of summer, it is recommended to **solely merchandise in refrigerated cases** to keep turns fast on berries and protect shelf-life.



CHERRIES DRIVE IMPULSE AND DOLLARS!

Cherries are super seasonal and the best time of the year for them is mid-June through July. Feature them around Independence Day with price promotion, quality-size promotion, just large display - or all three - to drive impulse purchase and some serious dollars!

Feature Dark Sweet, Rainier (gold), and Organic options.

FRESH CUT FRUIT & VEGETABLES

- Expand your display space on clamshell fruit chunks, cored and chunk pineapple and watermelon chunks, veggie trays, kabob kits, bean dip, guacamole, and salsa.
- Prepare your in-house fresh cut team for more volume or order organic and conventional fresh cut packs from Four Seasons Produce.

GRILLING DISPLAY

- Set up a display in your department to focus on items that are perfect for grilling to get your customers inspired!
- Cross merchandise with multiple items, including charcoal.
- Encourage fruit grilling as well! Print out our "Grilling Produce Infographic" to put on your display.

SWEET CORN

- To satisfy demand you will need to build a secondary display of corn using a bin dummed up to control your display quantities.
- Position a clean trash can at the display for your customers to shuck their corn.
- To make very good margin, trim, strip and tray pack 5 ears of corn and get premium retail for the added value and convenience.

FOUR SEASONS 4TH OF JULY SCHEDULE

JUNE 29 - JULY 3:

NORMAL OFFICE AND DELIVERY SCHEDULES.

**THURSDAY, JULY 4:

NORMAL DELIVERY SCHEDULE, SALES OFFICE OPEN BETWEEN **8:00AM-NOON**, TAKING ORDERS FOR APPROVED FRIDAY 7/5 DELIVERIES

JULY 5 - JULY 7:

NORMAL OFFICE AND DELIVERY SCHEDULES.