

THANKSGIVING MERCHANDISING

THANKSGIVING IS NOVEMBER 28, 2024

TRADITIONAL "MUST-HAVES" CHECKLIST

VEGETABLES

- Asparagus
- Artichokes
- Beans - Green & French
- Beets
- Broccoli
- Sweet Baby Broccoli
- Brussels Sprouts & Stalk Brussels Sprouts
- Cabbage - Green, Red, & Savoy
- Carrots - Baby/Whole
- Cauliflower
- Celery & Celery Hearts
- Collard Greens
- Fennel/Anise
- Mushrooms - White
- Fresh Herbs
 - Poultry Mix
 - Sage
 - Rosemary
 - Thyme
 - Chives
 - Curly Parsley Bunches
 - Flat Parsley Bunches

FRUIT

- Apples - Granny Smith & Honeycrisp
- Apples - McIntosh, Cortland, & Rome
- Berries
- Cranberries
- Grapes
- Mandarins - Clementines & Satsumas
- Oranges - Navel
- Persimmons - Fuyu & Hachiya
- Pomegranates - Whole & Arils

HARD GOODS

- Garlic
- Hard Squashes - especially Butternut
- Pie Pumpkins
- Parsnips
- Rutabagas
- Onions - Pearl, Cipollini, & Shallot
- Onions - Sweet & Yellow
- Potatoes - Russet, White, Red, & Gold
- Sweet Potatoes (Yams)

BAKING

- Nuts - In-Shell & Shelled
- Chestnuts
- Pistachios
- Raisins & Dried Cranberries
- Dates
- Glacé/Candied Fruit

DECORATIVE

- Fresh Cut Flowers
 - Floral Mums
- **All items pre-ordered*

VALUE ADDED

- Cole Slaw & Salad Mixes
- Stuffing Mix (diced onions and celery)
- Cubed Butternut Squash
- Cut Vegetable Florets
- Snipped Green Beans
- Chopped Collards and Kale
- Sparkling Juice
- Apple Ciders

HELPFUL INFO FOR THIS THANKSGIVING

NUT AND BAKING DISPLAYS

Build during early to mid-November. Nuts and baking products will sell well through New Years.

WHAT TO INCLUDE:

- In-shell Mixed Nuts and Walnuts
- Shelled Mixed Nuts and Walnuts
- Fresh Chestnuts
- Roasted/Peeled Chestnuts
- Pistachios
- Almonds
- Raisins
- Dried Cranberries
- Baking Dates
- Medjool Dates
- Dried Figs
- Candied Fruit (for making fruitcake)



***Re-order early so you can stay ahead as product sells down.*

CONVENIENCE AND RECIPE-READY PRODUCTS

Save time for busy meal preparers and sell well the week before Thanksgiving by offering ready-to-use products that are washed and trimmed, peeled, and cut, or in a microwavable package.

- **Trimmed & Washed Microwaveable Green Beans** - 2 lb family bags available by preorder
- **Season & Steam Microwaveable Brussels Sprouts**
- **Peeled & Cubed Butternut Squash**
- **Bagged Cut Vegetables & Veg Trays**
- **Fresh Cut Vegetables and Fruits & Trays** - available by preorder to help you stay in stock
- **Stuffing Mix (Diced Onion & Celery with Herbs)** - available by preorder





BUILD A BIG SWEET POTATO DISPLAY TO CAPTURE BIG SALES!

Promote the full variety of Sweet Potatoes (Yams) with some aggressive pricing too!

TIP #1: Post a full case price or make random weight tote bags full of potatoes for grab & go.

TIP #2: Add 3lb Bagged Sweet Potatoes for November.

TIP #3: Purple is hot! Add Stokes Purple Sweet Potatoes for consumers that want a conversation-sparking side dish.

POTATOES & ONIONS – THE STAPLES MATTER

This is the time of year to build large displays of bagged and loose Potatoes & Onions, Shallots, and Garlic.

- The best varieties for **MASHING** include: **Yellow/Yukon Gold** and **White Potatoes** (traditional), **Red Skin** (for skin-on recipes) and **Idaho Russets** (for fluffy texture).
- Having some jumbo sized **Russet Potatoes** are nice for shoppers that care for ease of peeling at home.
- **Fingerling Potato** varieties and **Baby Potatoes** are ideal for **ROASTING** and do not need to be peeled.



CLASSIC THANKSGIVING INGREDIENTS FOR HOLIDAY SIDE DISHES DRIVE SALES.

TRADITIONAL ITEMS - Cranberries for sauce and stuffings. Green Beans are a favorite! Broccoli, Asparagus, Brussels Sprouts, and Cauliflower are in peak demand.

Did you know? Thanksgiving week sales are often higher than at any other week of the year for:

- | | |
|--|--|
| <input type="checkbox"/> White Mushrooms | <input type="checkbox"/> Fresh Herbs (including poultry blend) |
| <input type="checkbox"/> Fresh Cranberries | <input type="checkbox"/> Leeks |
| <input type="checkbox"/> Brussels Sprouts | <input type="checkbox"/> Baby Peeled & Whole Carrots |
| <input type="checkbox"/> Rutabagas | <input type="checkbox"/> Green Beans |
| <input type="checkbox"/> Parsley | <input type="checkbox"/> White Pearl & Cipollini Onions |

BE READY WITH FRESH HERBS!

Pre-book your **FRESH HERBS**. Do not wait - plan ahead so you're in stock.

Thyme, Rosemary, Sage, Poultry Mix, and Chives will be the top 5 fastest moving herb packs for Thanksgiving.



PAY ATTENTION TO STUFFING AND FILLING INGREDIENTS.

Think about the items your customers add to Stuffing, Filling, and to their Turkey:

- Celery or Celery Hearts and Yellow Onions or Sweet Onions are on almost everyone's shopping list. Be ready and fresh!
- Chestnuts, Bunched Parsley, Mushrooms, Sage, Apples, and Cranberries are key stuffing ingredients in many recipes.



GREENS SELL!

Collards, followed by Kale, Mustard, Turnip Greens, are important for many ethnic and vegetarian holiday dinners.

TIP #1: Get pre-books in for **Washed & Chopped Collards** and **Kale** bags.

TIP #2: Get pre-books in for bunched **Collards** and **Kale** at stores where that is an in-demand traditional side dish.

TIP #3: Post a case price for **Collards** where appropriate.

“WHOOPS, I FORGOT THESE SELL SO WELL FOR THANKSGIVING!”

Some items just move surprisingly well around Thanksgiving. Be ready on:

- Clementines & Satsuma Mandarins
- Navel Oranges
- Pomegranates & Pomegranate Arils
- Fresh Apple Ciders
- Artichokes Fennel (Anise)
- Fennel (Anise)
- Cabbage & Cole Slaw Mixes
- Parsnips
- Rutabagas
- Bananas (stay ahead on color)
- Grapes
- Jarred fruits and Citrus Salad
- Pineapples



LABOR SCHEDULING AND ORDER PLANNING CAN HAVE A HUGE IMPACT ON YOUR THANKSGIVING SALES.

ORDERING TIPS

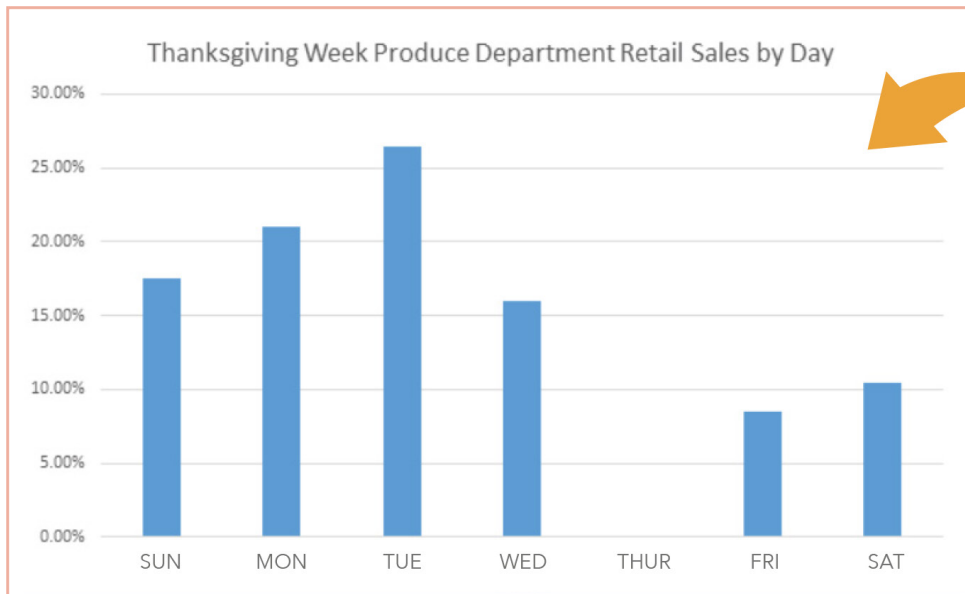
TIP #1: Being a last minute orderer can burn you. PRE-BOOKS on key holiday items are strongly encouraged. You can always back off on your orders following the holiday, but you cannot sell what you don't have in your store. If you have a scheduled delivery for WED 11/27, that should be for last minute fill in and Friday sales.

TIP #2: Bring in warm table and hard items in for THURS 11/21 - SAT 11/23 and fresh items in by SAT 23/16 - MON 11/25 BEFORE Thanksgiving so you and your staff are on the sales floor TUES 11/26 and WED 11/27, not in the back room waiting on and unloading trucks.

LABOR TIPS

TIP #1: Your produce department should be set and ready to shop by 9:00 AM MON - WED for your customers' convenience. Do not get behind the '8' ball or you will disappoint your customers. Stay ahead and your holiday business will go smoothly. It's possible to expect a 5% sales bump vs current trends the week before Thanksgiving, and a 15-20% bump the week of Thanksgiving but packed into 6 days. Sales will then likely drop sharply for the week after Thanksgiving.

TIP #2: Schedule evening help on SUN - WED. Have your evening associates fill all hard goods like potatoes, onions, and roots, along with semi-perishable product lines such as juices, dressings, dips, nuts, dried fruits, etc. Most of the fruit counters can also be packed-out in the evenings – apples, pears, citrus, pineapples, bagged fruit, and melons. Stock your greens and wet vegetables, mushrooms, berries, and grapes in the morning before opening.



PRO TIP:

Plan your ordering with this "sales at retail" curve in mind."

To be in stock for the Sunday, Monday, and Tuesday rushes, you need to have product ordered and delivered 2-3 days ahead of these peak selling days.

**Be Organized! Be Fresh & Full!
Have a great holiday! THANK
YOU for being our customer!**

*Want more advice or tips individualized for your store situation? Contact your Four Seasons Produce Merchandiser or Sales Rep!

2024 THANKSGIVING HOLIDAY DELIVERY SCHEDULE

SUNDAY 11/24 - TUESDAY 11/26 - Normal office and delivery schedule.

WEDNESDAY 11/27 - Normal office schedule, extra deliveries in some areas. Taking orders for Friday delivery.

THURSDAY 11/28 - HAPPY THANKSGIVING! Office closed and no deliveries.

FRIDAY 11/29 & SATURDAY 11/30 - Normal office and delivery schedule.

