



Q1 Edition

THE FOUR SEASONAL

JANUARY/FEBRUARY/MARCH 2025

**MERCHANDISING TIPS & IDEAS
FOR INDEPENDENT RETAILERS**



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1st Quarter 2025 Contests & Promotions

JANUARY



**Envy Apple Promo
& Display Contest**



**Homegrown Organic Citrus
Promo & Display Contest**

MORE PROMO OPPORTUNITIES:

Citrus Case Sales, Citrus Fest Events, Juicy Crunch Tangerines, Avocados from Mexico with Calavo, Imported Cherries, "New Year, New You" themes.

FEBRUARY



**SUMO Citrus Promo
& Display Contest**



**SugarBee Apples Promo
& Display Contest**



**Idaho Potato Lovers
Month National Contest**

MORE PROMO OPPORTUNITIES:

Hippie Organics Brussels Sprouts, Organic Blueberries, Super Bowl Party Planning, Valentine's Day Opportunities - Bouquets

MARCH



**Sunkist Display
Promo & Display Contest**



**Hippie Organics Asparagus
Promo & Display Contest**

MORE PROMO OPPORTUNITIES:

St. Patrick's Day - Cabbage, Potatoes, & Corned Beef



FEATURED ITEMS

- Navel Oranges
- Salads
- Juicing & Cooking Greens
- Apples
- Pears
- Hass Avocados
- Sweet Potatoes
- Potatoes

BEST OF SEASON

- Heirloom Navel Oranges
- SUMO Citrus (Dekopan)
- Juicy Crunch Tangerines (FL)
- Cara Cara Oranges
- Blood Oranges
- Minneola Tangelos
- Grapefruit
- Meyer Lemons
- Pummelos

PREMIUM APPLES

- SugarBee
- Rockit
- Cosmic Crisp
- Envy
- Opal
- Ruby Frost

JANUARY 2025

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
"NEW YEAR, NEW YOU" / NEW YEAR'S RESOLUTIONS							
WEEK 1	29	30	31	1	2	3	4
				New Year's Day			
"NEW YEAR, NEW YOU" / NEW YEAR'S RESOLUTIONS / FOOTBALL PLAYOFFS							
WEEK 2	5	6	7	8	9	10	11
							NFL Wild Card Playoffs
"NEW YEAR, NEW YOU" / NEW YEAR'S RESOLUTIONS / FOOTBALL PLAYOFFS							
WEEK 3	12	13	14	15	16	17	18
	NFL Wild Card Playoffs	NFL Wild Card Playoffs					NFL Playoffs
"NEW YEAR, NEW YOU" / CITRUS SEASON / FOOTBALL PLAYOFFS							
WEEK 4	19	20	21	22	23	24	25
	NFL Playoffs	Martin Luther King Jr. Day / Inauguration Day					
CITRUS SEASON / SOUPS & HEALTHY COMFORT FOOD							
WEEK 5	26	27	28	29	30	31	1
	NFL Playoffs			Chinese New Year			



New Year, New You

Is "Diet Season" still a thing?

For the past decade or so, the first few calendar weeks in January after New Year's Day have become known in the retail and produce business as "Diet Season." After holiday celebrating with food, sweets, and drink, perhaps too much in November and December, many chose a weight-loss goal, special diet, or exercise regimen as part of a New Year's Resolution. In recent decades, this has translated to a boost in consumption of fruits and vegetables in early to mid-January at stores known for fresh produce and organics, driven even further by at-home juicing and smoothie making trend. All of this led to sharply increased demand in produce departments, followed by a drop-off as many people gave up on their strict diets, weight-loss goals, and resolutions by the time January ended.

The past three Januaries have shown a plateauing, if not slight decline, of this demand spike for resolution diets. Why? Perhaps this: The consumer mindset, influenced by social media and culture, seems to be shifting away from resolution diets based on societal expectations, guilt from overindulgence, and comparison. Those diets and goals are often unrealistic or unsustainable. Instead, there is a noticeable shift towards wellness, self-grace, positive behaviors, mindful eating, clean eating, functional foods, and sustainable changes to start the New Year.

January is still a chance for a fresh start, though retailers may consider replacing Diet in their merchandising and marketing efforts with terms like **"New Year, New You."**

Promotion focus can center on **wellness** (foods that impact your mood), **function** (foods that help you with something), and **better for you or free-from** (foods like organic, clean ingredient). The good news is that fresh fruits and vegetables and other produce department items are still the star of January.



"Fresh fruits and vegetables and other produce department items are still the star of January."



Here are some things to prepare for and things to promote in early-to-mid January's *New Year, New You* theme:

Expect more demand for:

- Salads and Salad Kits
- Berries and Apples
- Mandarins and Oranges
- Avocados and Bananas
- Lettuces and Romaine Hearts
- Broccoli and Cauliflower
- Tomatoes and Cucumbers
- Kales and Greens
- Carrots and Celery
- Organics in general



New Year, New You sentiments will impact shopper demand at your produce department and grab-and-go drink sets.

Be ready with Functional Beverages and Fresh Beverages:

- Fresh Orange Juice and Citrus Juices
- Protein Shakes
- Wellness Shots and Immunity Shots
- Produce-based Smoothies
- Cold-Pressed Juices
- Kombuchas



How about those kitchen gadgets that your shoppers got for Christmas or Hanukkah? Yes, there will still be plenty of brand-new Air Fryers, Juicers, and Blenders getting new use. And yes, fresh produce should be purchased to use in each one of those.

TIPS: Use suggestive signage by displays with call-outs like "great for juicing" or "perfect for the air fryer".

BLENDING VS JUICING

WHAT'S THE DIFFERENCE?



SMOOTHIE

- 1 Entire fruits/veggies are blended in a smoothie - keeping nutrients intact
- 2 Because pulp (insoluble fiber) is left in, the smoothie becomes thicker
- 3 Smoothies allow for extra nutrients, like protein - (greek yogurt, powders, etc.)



JUICE

- 1 Water & nutrients extracted from fruits/veggies
- 2 Juicers separate juice from pulp (insoluble fiber)
- 3 Green juices deliver phytonutrients directly to the body in liquid form

FORMULA FOR A GREEN SMOOTHIE

THE LIQUID STARTER

WATER, FRESH JUICE, OR COCONUT WATER
(1 CUP)



THE GREEN BOOST

BABY SPINACH, BABY KALE, KALE, OTHER LEAFY GREENS
(1 CUP)



THE FRUIT

BERRIES, APPLES, PEARS, GRAPES, PINEAPPLES, MANGOS, PEACHES
(2 CUPS FRESH OR FROZEN)



THE PROTEIN

GREEK YOGURT, YOGURT RAW ALMONDS, CHIA SEEDS, FLAX SEEDS
(1/2 CUP)



THE SMOOTH

BANANA
(1 FROZEN RIPE BANANA OR 1 WHOLE PEELED)



THE CHILL

ICE
(2 CUPS)



FORMULA FOR A GREEN JUICE

THE GREEN

KALE, SPINACH, OR OTHER DARK LEAFY GREENS
(3 CUP)



THE VOLUME VEG

CUCUMBER, CELERY, FENNEL, ROMAINE LETTUCE
(2 FIELD CUCUMBERS OR 1 SEEDLESS CUCUMBER, OR 4 CELERY STALKS OR 1 CELERY HEART)



THE CITRUS CLARITY

LIME OR LEMON
(1 - MOSTLY PEELED)



THE SWEET

APPLE OR PEAR
(2 - 3 WHOLE APPLES OR PEARS)



THE ZING

GINGER OR TURMERIC (OPTIONAL)
(THUMB SIZED PIECE)



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JUICES & FUNCTIONAL BEVERAGES STOCKED AT FOUR SEASONS PRODUCE!



orchidislandjuice.com



bolthouse.com



www.evolutionfresh.com



nakedjuice.com



nourishjuicebar.com

JUICES & FUNCTIONAL BEVERAGES STOCKED AT FOUR SEASONS PRODUCE!



sogoodsoyou.com



unclematts.com



remedyorganics.com



pomwonderful.com



lovebeets.com



justmade.com

JUICES & FUNCTIONAL BEVERAGES STOCKED AT FOUR SEASONS PRODUCE!

WHAT IS KOMBUCHA?

(pronounced “kom-BOO-cha”), often called “mushroom tea,” is a raw, freshly brewed drink made by hand from sweet tea and a Kombucha culture known as a “SCOBY” (Symbiotic Culture Of Bacteria and Yeast). It is naturally effervescent through the magic of fermentation, very low in sugar and rich in probiotics, live enzymes and antioxidants. It originated in China around 221 BC and was called the “Elixir of Life”. SCOBY metabolizes the sugar and tea to grow and transforms the liquid into a refreshing, slightly tangy beverage.

More about kombucha at <https://www.bababrew.com/bababucha>



[bababrew.com](https://www.bababrew.com)



[gtslivingfoods.com](https://www.gtslivingfoods.com)



[aquavitea.com](https://www.aquavitea.com)



[kevita.com](https://www.kevita.com)



SPECIALTY CITRUS

★ GOLDEN GOODNESS, HARVESTED AT THE PEAK OF PERFECTION ★

NOT YOUR ORDINARY

ORGANIC CITRUS



**NON-GMO
NON-GMO
NON-GMO**

If you're looking for the Beverly Hills housewife of fruit, you're in the wrong place.

NOV
IN SEASON | IN SEASON
APR

November through April is when our citrus is at its peak.

NATURAL OILS
**WAXES?
#%!\$ NO**
★ ORIGINAL ★

Fruit breathe too, which is why we avoid coatings that block the fruit's airways.

**PACKED ON A
★ AU NATUREL ★
DRY LINE**

Our archaic citrus processing involves dry brushing citrus with horsetail bristles.

HOW DOES IT TASTE?
★ ★ ★
**SWEET
JUICY
YUMMY
DELISH**
★ ★ ★
HOW DOES IT TASTE?

There isn't an extravagant citrus experience quite like a bite from Buck Brand.

40 VARIETIES
★ ★ ★ ★ ★ ★ ★ ★ ★ ★
★ ★ ★ ★ ★ ★ ★ ★ ★ ★
★ ★ ★ ★ ★ ★ ★ ★ ★ ★
★ ★ ★ ★ ★ ★ ★ ★ ★ ★

We've got 40 varieties, some you've never even heard of, and we're still expanding.

- More than 200 acres of organic specialty citrus
- 40+ specialty citrus varieties, focused on high flavor; planted with passion to offer a great eating experience
- Located in Porterville, CA (between Bakersfield and Fresno, CA); on a hillside property that maintains specific microclimates that better serve specific varieties
- Self sustaining labor model on the farm and packing facility; the same labor force grows, harvests and packs all the fruit from that farm
- Continued development on new varieties; 10% increase in acreage over the next 5 years
- The only program of its kind in the organic market



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SPECIALTY CITRUS

★ GOLDEN GOODNESS, HARVESTED AT THE PEAK OF PERFECTION ★

Not your ordinary citrus! An exclusive specialty citrus program with more than 40 unique varieties focused on exceptional flavor. Organically grown on over 200 acres, the hillside ranch in California maintains a specific microclimate that best serves each specialty citrus variety. This one-of-a-kind program will continue varietal developments and anticipates a 10% increase in volume over the next five years.

Operating on a self-sustaining labor model, the same hands grow, harvest, and pack all the citrus. All Buck Brand Citrus is packed on a dry line that uses horsehair brushes to buff the fruit using natural oils from the citrus itself. This water and wax-free packing process is both sustainable and vegan-friendly.

Exclusive branding and marketing support provides stand-out packaging, retail-ready POS materials, digital media, social media, and online varietal profiles.



★ BUCK BRAND ITEMS ★

BLOOD ORANGES

Moro: Sweet and tart with floral and berry notes; Good volume
Sanguinelli: Mostly sweet, with some tartness; Good volume

GRAPEFRUIT

Melogold: Very sweet, low acidity with a juicy pulp; Great volume
Oroblanco: Very sweet, low acidity with a juicy pulp; Limited volume

PUMMELOS

Shaddock: Subtle but pleasant flavors; Great volume
Thai Sweet: Lightly sweet, slightly tart; Limited volume
Chandler: Very sweet with a juicy pulp; Great volume
Red Globe: Sweet & floral flavors; Good volume

KUMQUATS

Calamondin: Sweet skin and tart pulp; Limited volume
Centennial: Sweet skin, moderately acidic pulp; Great volume
Limequat: Sweet skin, acidic pulp; Good volume
Mandarinquat: Tart flavors; Good volume
Miewa: Sweet skin and pulp; Good volume
Nagami: Sweet skin with tart pulp; Good volume

LEMONS

Lemonade: Light lemon flavor, sweet, low acid; Good volume
Meyer: Sweet flavor, ideal in baking, juicing and zest; Great volume
Pink: Tart and acidic with floral notes; Limited volume
Seedless: Tart, acidic flavor; Limited Volume
Yuzu: Very aromatic, with hints of mandarin flavor; Limited volume

ORNAMENTAL

Buddha Hand: Great for zest; strong citrus scent; Good volume
T'Orange: Very large in size, similar in flavor to a lemon, but less tart; Limited volume

LIMES

Finger Limes: Small beads, bursting with intense flavor; Excellent volume
Key Limes: Aromatic skin with tart and juicy pulp; Limited volume
Makrut Limes: Earthy and floral notes, tart; Limited volume
Sweet Limes: Sweet flavor, low acid, smooth skin; Good volume

MANDARINS

Satsuma: Well balanced sugar-acid ratio; Great volume
Algerian Clementine: Very sweet, seeded and easy to peel; Great volume
Gold Nugget: Aromatic with rich and sweet flavor; Good volume
Lee/Nova Mandarins: Rich, sweet flavor; Good volume
TDE: Very sweet, rich flavors; Excellent volume
W. Murcott: Juicy flesh with sweet flavor; Good volume

ORANGES

Cara Cara: Sweet flavor, with floral and berry notes; Great volume
Heirloom Navel: Classic citrus flavor; Excellent volume
LouLou Navel: Super sweet, low acid; Good volume
Valencia: Very sweet and juicy; Excellent volume
Mango Orange: Lightly sweet with hints of vanilla; Great volume
Sour Orange: Bitter taste; perfect for marmalade; Good volume

MINNEOLAS

Lavendar Gem: Sweet flavors with mild acid; Limited volume
Minneola Tangelo: Sweet but tart flavor; Good volume





SNACKING VARIETALS




LOU LOU NAVEL ORANGE
Snacking Specialty

The Lou Lou Navel Orange is smooth and sweet enough to be named after a real life farmer's sweetheart. Your first bite is guaranteed to make a memory. Sweeter than most other navel varieties, this orange is great for slicing, snacking and sharing with that special someone.




CARA CARA NAVEL ORANGE
Snacking Specialty

A PINK orange! That's right. The Cara Cara Navel Orange is a true seedless, salmon-pink-fleshed citrus delight with a mild strawberry/cranberry twist. It's great for juicing and snacking, and impressing kids, neighbors and friends of all ages.





TDE TRIPLE CROSS MANDARIN
Snacking Specialty

TDE Triple Cross Mandarin is a sweet, rich and juicy triple threat that pulls from the best characteristics of its notable lineage of excellent eating mandarins. The TDE is an easy-to-peel, seedless snack that might just become your new favorite source of vitamin C.





SATSUMA MANDARIN
Snacking Specialty

A perfect balance of sweet and tart, Satsuma Mandarins are a staple of winter citrus season (not to mention fun to peel in one long strip). Seedless and easy-to-peel, Satsumas are bursting with juice and a citrus flavor that's more complex than many other mandarin varieties.

AFRICAN SHADDOCK PUMMELO
Snacking Specialty

Think of the African Shaddock Pummelo as a super-sized grapefruit that left its bitterness behind. Meaty and complex with a notable texture and subtle flavor, this older pummelo variety is great for snacking and salads. Take advantage of the thick rind for recipes requiring candied citrus peel.




LEMONADE LEMON
Snacking Specialty

When life gives you a Lemonade Lemon, definitely peel it and eat it like an orange. This naturally occurring cross between a lemon and a mandarin has replaced its pucker with a smile-worthy and unique citrus snacking experience. It's a must for any citrus enthusiast.




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SNACKING VARIETALS



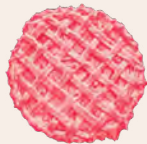
Snacking



Zesting



Aromatics



Baking



Cooking



Cocktails



Candied



Juicing



Kid-Friendly



Preserve



NAVEL ORANGE

Snacking Specialty

The Navel Orange is the poster-child of citrus fruits with its pop of bright color and sweet balanced flavor. The Navel Orange is seedless and excellent for fresh eating as its thick skin makes it easy to peel. You can also use the juice and zest to baked goods and desserts.



Tart | | | ★ | | Sweet



STAR RUBY GRAPEFRUIT

Snacking Specialty

The Star Ruby Grapefruit is one up on the classic pink, with both a thinner peel and ruby red pulp that carries an excellent sweet-tart taste with just the right amount of tang. Great for juicing and snacking, the redder the flesh, the sweeter the fruit.



Tart | | | ★ | | Sweet



RED GLOBE PUMMELO

Snacking Specialty

Called the valentine pummelo by some, the Red Globe Pummelo gets its wow-factor red flesh and sweet floral flavor from the diversity of its parentage: pummelo, blood orange and mandarin. Peel and segment for snacking or fresh salads or use the juice as the acid in salad dressings. Slice it in half vertically for a sweet heart shape.



Tart | | | ★ | | Sweet



MELOGOLD GRAPEFRUIT

Snacking Specialty

The MeloGold Grapefruit is an aptly named mix of a pummelo and white grapefruit with a juicy golden yellow flesh. Its flavor is mellow-sweet and mild with a subtle tartness that makes it great for snacking or adding to salads.



Tart | | | ★ | | Sweet



LAVENDER GEM

Snacking Specialty

The Lavender Gem Tangelo could be characterized as the mellowed-out 80s rocker of our citrus bunch. Cool name, accessible and mild flavor profile with a sweet and tangy buzz, this tangelo and grapefruit cross hits both fruity and floral notes. Use the juice for marinades, dressings or to add a twist to cocktails or margaritas.



Tart | | | ★ | | Sweet



HEIRLOOM NAVEL ORANGE

Snacking Specialty

Real-deal Heirloom Navel Oranges are like citrus time-capsules, able to transport you with their sweet, deep, rich orange flavor back to a time when navel oranges were a new discovery. Grown on some of the oldest navel orange trees in California, Buck Brand Heirloom Navels offer a one-of-a-kind taste experience any citrus lover has got to have.



Tart | | | ★ | | Sweet



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SNACKING VARIETALS



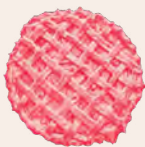
Snacking



Zesting



Aromatics



Baking



Cooking



Cocktails



Candied



Juicing



Kid-Friendly



Preserve



MEIWA KUMQUAT *Snacking Specialty*

Like sunny, citrusy gumballs, Meiwa Kumquats are sure to add delight to your day. You can pop the whole bite-sized fruit in your mouth, sweet oil-rich peel and all. With an awesome, punchy flavor, they're great for snacking and generally indulging.



Tart | — | ★ | — | Sweet



MORO BLOOD ORANGE *Snacking Specialty*

Think citrus with a tart raspberry-pomegranate-filter. If you're looking for that show stopping maroon red, the Moro Blood Orange is your jam. And it can also be your zest, juice, salad, dessert or snack.



Tart | — | ★ | — | Sweet



CULINARY VARIETALS



T'ORANGE LEMON *Culinary Specialty*

The T'Orange Lemon is hefty and aromatic with a fresh, clean, less-bitter taste that is satisfyingly refreshing. This sunny globe-shaped lemon is a stand out ingredient in specialty drinks and will absolutely brighten your next batch of homemade marmalade or jam.



Tart | — | ★ | — | Sweet



KEY LIME *Culinary Specialty*

Itty bitty limes with great big flavor, Key Limes make a noticeable and tangy difference in any recipe. Zest the rind and use the tart juice in your cooking and baking. You'll want to linger a little longer in the kitchen with this fragrance filling the room.



Tart ★ | — | — | Sweet



FINGER LIME *Culinary Specialty*

The finger lime's shape may be interesting, but it's what's on the inside that counts: specifically, spoonfuls of tiny orbs with a sour-sweet pop that you can use as garnish for sweet and savory dishes. As a bonus, score big foodie points for being the person to bring "citrus caviar" to the dinner party.



Tart ★ | — | — | Sweet



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CULINARY VARIETALS



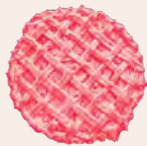
Snacking



Zesting



Aromatics



Baking



Cooking



Cocktails



Candied



Juicing



Kid-Friendly



Preserve



MAKRUT LIME *Culinary Specialty*

Cooking with the Makrut Lime is an essential experience for citrus enthusiasts. There really is no substitute for this beautifully weird and wonderful lime's distinct and intense flavor. Slice the bumpy rind into ribbons of zest (careful not to include the white pith) and use to flavor sauces, stews and curries.



Tart ★ | | | Sweet



SWEET LIME (PALESTINE LIME) *Culinary Specialty*

With its tender, yellow flesh and sweet flavor, the Sweet Lime, also known as the Palestine Lime, is like the Meyer Lemon of limes—juicy and ideal for cooking. It's a great zester, and low-acid enough to enjoy snacking on a slice or two (or three or four) as you cook.



Tart | ★ | | Sweet



BUDDHA HANDS *Culinary Specialty*

Weird and wondrous, the lemon-blossom fragrance of the Buddah's Hand Citron is otherworldly. Let its first job be to add fragrance and brightness to the kitchen or dining room as decor and then when you're ready, this citron is all about the zest. Incorporate the abundant zest into your baking, infuse it into cocktails or syrups, or candy it to fancify your favorite desserts.



Tart ★ | | | Sweet



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noble®
JUICY CRUNCH
CRAFT-CULTIVATED TANGERINES



If there is such a thing as a perfect tangerine, this is it 🏆



ZIPPER SKIN EASY
PEEL



SECTIONS LIKE A
CRISP APPLE



LOW SEED NO
SEED



BURSTING WITH
SWEET JUICY
FLAVOR



ABSOLUTELY NOTHIN' IS SWEETER

Brix measures natural sugar sweetness levels. Noble Juicy Crunch® has the highest brix level of any full-size tangerine.



HEIRLOOM NAVEL ORANGES



The first bite of an heirloom Vintage Sweet navel orange is pure bliss: luscious aroma and delightful flavor for a wonderful eating experience. Our citrus sommeliers hand select the fruit from our best old line groves and test it for peak sugar levels and perfect flavor to deliver on the Vintage Sweets promise.

TASTE THE DIFFERENCE!

PEAK SEASON IS JANUARY - MAY!

INSPIRATION CORNER



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IT'S TIME TO
rockit[™]

The perfect snack size apple



Meet Rockit[™] Apple

Your new favorite grab and go snack.

Packed with flavor, energy and nutrients, they're the perfect healthy boost—wherever you're going and whatever you're doing.



THE SUGARBEE[®] STORY

NATURALLY CREATED BY BEES



**SUGARBEE[®] CAN BE IDENTIFIED BY ITS UNIQUE HONEYCOMB
STICKER FOUND ON ALL APPLES ACROSS ALL RETAILERS!**

Avocado Merchandising Displays & Tips

Avocados are now considered one of the produce departments top selling items.

January, February, and March are prime months for Avocados from Mexico, both from the supply side and the consumer demand side.

With the fruit being so versatile, gone are the days when the fruit is just used for guacamole. Consumers are using avocados in almost anything; salads, sandwiches, smoothies, as toppings on burgers and of course the ever popular breakfast treat, avocado toast. And, with how extremely healthy avocados are, they are also using avocados as a healthier option to butter, sour cream and mayonnaise.

So, once they are in your store and departments, how do you keep them maximize the sales potential they offer?

Avocados have such huge sales potential, that they should be offered some additional space in your produce department. No more dinky one basket displays that are seemingly lost in your tropical sections!

IDEAS AND TIPS ON SELLING MORE AVOCADOS:

- **Highlighting avocados front and center** in your department with a mass display is sure to get anyone's attention.
- **Create a nice impact display** walking into the front door.
- **Keep your display neat & clean, with plenty of ripe fruit** - Keep all the stickers are facing down. This keeps eyes only on product and not distracted by PLU stickers.
- **End Cap Display** - A well placed display with waterfall offers more selling space and mass appeal.
- **Bin Display** - Don't have an extra endcap or larger display space on your counters? No worries! Use a bin dummied up with empty boxes and place it in your aisle! Four Seasons Produce has some available avocado point of sale material to use in your next display. Talk with your Four Seasons Sales Rep or Merchandiser for availability.
- **Cross-merchandise** ingredients used in guacamole and salads with your avocado display. Onions, garlic, jalapeno peppers, tomatoes, limes and cilantro are great items to help build your basket size in the produce department. Don't forget the tortilla chips!





PRE-CONDITIONING IN-STORE:

While it is best to offer both ripe and unripe fruit on your avocado displays, there are times when your fruit may come in hard and unripe, or you sell fruit faster than expected.

Four Seasons Produce offers professionally “Pre-Conditioned” Avocados where the ripening of the fruit has been triggered in a ripening-room and sold at a pressure of 15-25lb.

To pre-condition Hass Avocados yourself in the store, follow these quick steps:

- 1) Pick how many boxes of Avocados you want to ripen.
- 2) Take a banana, onion, tomato, or anything that naturally gives off ethylene, and place it in the box with the fruit.
- 3) Cover with any plastic bag—something that will trap the ethylene in and place the box back in storage.
- 4) Depending on how fast you need or want fruit to ripen, you may also cut a few holes in the plastic to allow some of the gas to escape. Simple as that!
- 5) Note – be sure to monitor your pre-conditioning fruit to insure fruit is at the ripeness you want and doesn’t get overripe by keeping them covered.



More **TIPS FOR RETAILERS** can be found at:
avocadosfrommexico.com/shopper/avo-101/for-retailers

DISPLAYS DRIVE SALES

66%
of Non-Hispanics
state the way avocados are displayed in-store influences their purchase decision

65%
of Hispanics

EDUCATION HAS AN IMPACT

71%
of Non-Hispanics
state that it is important to "know how to keep avocados fresh longer"

73%
of Hispanics

PURCHASE FACTORS
Shoppers want the ability to select avocados that are ready to eat today and some to eat later.



FOUND IN MOST HOMES

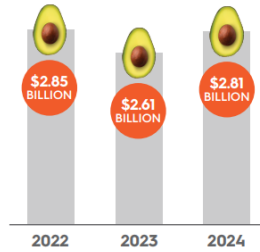
Avocados have reached **69.9%** household penetration in the total U.S.¹
AVOCADO HOUSEHOLD PENETRATION



GAINING MOMENTUM

Avocado volume has had **continued growth** over the last three years, averaging **\$2.75B** in the U.S. marketplace.¹

AVOCADO 3-YR DOLLAR VOLUME



SHOPPERS LOVE OPTIONS

Bulk avocados are more popular, but shoppers like bagged avocados too. Create a merchandising solution for shoppers with a secondary display like an avocado bag rack. Offering both can help move volume.

78% BULK **22% BAGGED²**

STAGES OF RIPENESS



Pre-conditioned fruit is ready to eat in approx. 3-5 days if held at room temperature. (15-25 lbs. pressure)



Breaking (pre-conditioned) fruit has slight give at top and bottom. Ready to eat in approx. 3 days if held at room temperature. (10-15 lbs. pressure)



Firm/ripe fruit yields to gentle pressure. Ready to eat, best for slicing and dicing. Will be ripe the next day if held at room temperature. (5-10 lbs. pressure)



Ripe fruit yields to gentle pressure. Use same day for all uses or refrigerate for up to 3-5 days. (5 lbs. or less)



envy™



THE ULTIMATE APPLE EXPERIENCE

TASTE • CRUNCH • AROMA • APPEARANCE



ONE APPLE HAS IT ALL

BITE & BELIEVE

Envy™ was born using natural plant-breeding methods, crossing between Braeburn with Royal Gala apples, we have taken full advantage of the best nature has to offer. The result is pure bliss, heightened enjoyment like no other.

ENVY IS THE ULTIMATE APPLE EXPERIENCE

There are people who simply accept what life offers up and then there are those who seek more.

Envy™ shows that you choose to make each moment supremely delightful and that you know the difference between ordinary and extraordinary

Envy™ is an invitation to enjoy a small moment to savour and raise your expectations of what an apple can be.

Whatever you are doing right now, Envy™ apple makes the experience so much more memorable and remarkable for you and the ones you love.

THE ULTIMATE APPLE



Envy™ emerged as the most preferred apple, favored for its **taste, texture and appearance.***

*Source: Forward research April 2019



envyapple.com



FEBRUARY 2025

FEATURED ITEMS

- California Mandarins
- Hass Avocados
- SUMO Citrus (Dekopan)
- Blueberries
- Idaho Potatoes
- Navel Oranges
- Strawberries
- Grapes
- Asparagus

BEST OF SEASON

- SUMO Citrus (Dekopan)
- Juicy Crunch Tangerines (FL)
- Heirloom Navel Oranges
- Jumbo Navel Oranges
- Grapefruit
- Cara Cara Oranges
- Blood Oranges
- Minneola Tangelos
- Brussels Sprouts
- Asparagus
- Broccoli Rabe
- Artichokes

PREMIUM APPLES

- Cosmic Crisp
- SugarBee
- Rockit
- Envy
- Opal
- Ruby Frost
- Pink Lady
- Wild Twist

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
CITRUS SEASON / SOUPS & HEALTHY COMFORT FOOD							
WEEK 5	26	27	28	29	30	31	1
SUPER BOWL SUNDAY / POTATO LOVER'S MONTH							
WEEK 6	2 Groundhog Day	3	4	5	6	7	8
VALENTINE'S DAY / CITRUS SEASON / POTATO LOVER'S MONTH							
WEEK 7	9 Super Bowl Sunday	10	11	12	13	14 Valentine's Day	15
CITRUS SEASON / POTATO LOVER'S MONTH / SOUPS & HEALTHY COMFORT FOOD							
WEEK 8	16	17 Presidents' Day	18	19	20	21	22
CITRUS SEASON / SOUPS & HEALTHY COMFORT FOOD / RAMADAN							
WEEK 9	23	24	25	26	27 National Strawberry Day	28 Ramadan begins at sundown	1

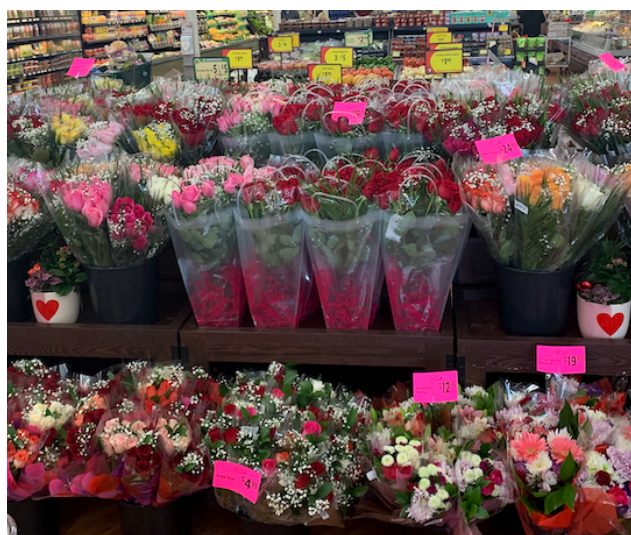
Set New Records with Floral in February!

February is the **PERFECT** time to capture **BIG** time floral sales, create new sales opportunities and draw new customers into your store by offering fresh cut flowers!

Valentine's Day is the biggest floral holiday of the year and the Four Seasons Produce is ready to help you nail it!

ORDERING TIPS:

- The bulk of your bouquets and arrangements should arrive by **Monday, February 10th**. With Valentine's Day falling on Friday, many will celebrate through the weekend.
- **Begin representing Valentine's day on 1/31** with Valentine's day novelty items, Bakery items, etc. Have a dedicated display space for fresh floral by 2/8 for **arrival of fresh product 2/9**.
- **Have options and multiple price points** to appeal to shoppers with varying budgets. Don't be afraid of having some high-end bouquets and extra fancy rose configurations featured too for this last minute gifting event.



DISPLAY TIPS:

- **Plan in advance to have space for a display** at or near the front of the store entrance to capture as much foot traffic as possible.
- **Have tie ins** such as berries, baked goods, candy, balloons, cards, wine and other complimentary gift ideas incorporated into or near your floral displays.
- **Make sure displays can be easily shopped** with plenty of space for carts and buckets and arrangements are able to be reached without being knocked over.
- **Organize displays** by color and variety for a clean look.

PRO TIPS:

- **Upgrade some of the arrangements** you've bought by adding picks, ribbon, and balloons yourself in store to create a new product you can now charge an even higher price for.
- **Create a space off of the sales floor** to prepare and store buckets for display.
- **Print signs** for your display ahead of time. Clean, clean, easy to read sign will help you sell!
- **Use the in-store audio system** to advertise your floral display and tie-in items.

LABOR TIPS:

- **Schedule labor for initial display build** on 2/4 and fresh fill on 2/9.
- **Have enough help available** on 2/12, 2/13 & 2/14 to answer customer questions, offer suggestions and upgrades, as well as consolidate and rework displays to keep from looking shopped.
- Be sure to **schedule help** on 2/15 for holiday clean up and refresh.





FOUR SEASONS FLORAL ORDER SCHEDULE

(please provide your customer # when ordering)

TUESDAY:

Call or email Evelin with your cut product pre-order for delivery Friday/Saturday of the same week.

PHONE: 202-331-1130 ext. 106 FAX: 202-529-3870 EMAIL: eescobar@flonation.com

FRIDAY BY NOON:

Contact your sales rep with a potted plant order by noon for deliveries beginning the following Friday.

FRIDAY:

Call or email Evelin with your bouquet pre-order for delivery the following Tuesday/Wednesday.

PHONE: 202-331-1130 ext. 106 FAX: 202-529-3870 EMAIL: eescobar@flonation.com

ASK YOUR REP ABOUT OUR MONTHLY POTTED PLANT PROGRAMS





PLANTS PROGRAMS:

INDOOR/TROPICAL PLANTS:



SEASONAL HOUSE PLANTS:



LOCAL NEW JERSEY ORCHIDS:

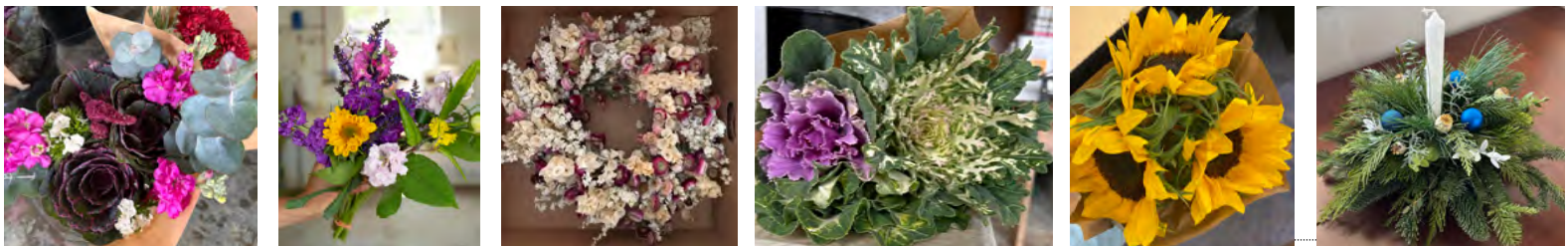
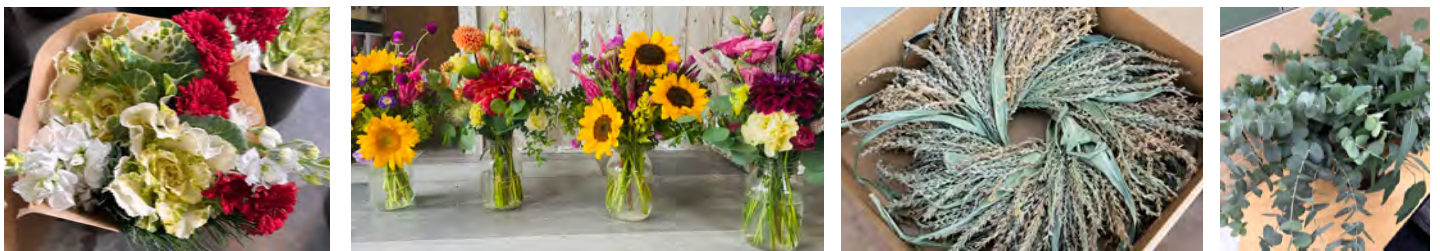
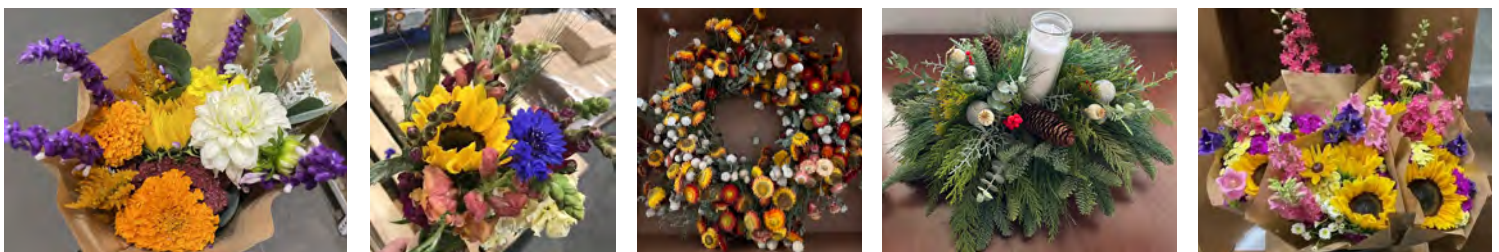
Flemington Orchid



SEASONAL OUTDOOR PLANTS:



LOCAL PA BOUQUETS & ARRANGEMENTS: Gables Run - Amish Grown



INSPIRATION CORNER



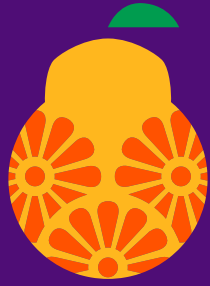


WINTER IS CITRUS SEASON

JANUARY - MARCH

Some of Our Citrus Partners & Brands:





sumo CITRUS®



Bursting with juicy sweetness, Sumo Citrus® is one of the world's largest and sweetest mandarins. Distinguished for its Top Knot™ and uneven skin, this rare seedless hybrid variety delivers the ultimate citrus experience: incredibly sweet and easy-to-peel, without the mess! Born in Japan and raised

in California, Sumo Citrus is grown with care by our passionate, expert growers. Each Sumo Citrus tree is pruned and harvested by hand, which means we hold this notoriously difficult-to-grow fruit to high standards so only the best are called Sumo Citrus.

**Available from
January – April**



follow us @SUMOCITRUS



AMAZING FLAVOR + INFINITE POSSIBILITIES™

 **COSMIC CRISP®**



GENEROUS
**SIZE &
Vibrant
Color**

PERFECT
**Crisp
Texture**

CLASSICAL
BREEDING &
**Non-
GMO**

AMAZINGLY
**Sweet &
Juicy**

Classically bred and grown in Washington State, the Cosmic Crisp® is a cross of the Enterprise and Honeycrisp varieties. The apple has a perfectly balanced flavor, striking color, and crisp texture, making it your go-to for snacking, cooking, baking, and entertaining.



**DELICIOUS
BAKING**



**EASY
SNACKING**



**BEAUTIFUL
ENTERTAINING**



MARCH 2025

FEATURED ITEMS

- Jumbo Navel Oranges
- California Mandarins
- Asparagus
- Strawberries
- Grapes
- Hass Avocados

BEST OF SEASON

- Murcott Mandarins
- Golden Nugget Mandarins
- SUMO Citrus (Dekopan)
- Cara Cara Oranges
- Blood Oranges
- Minneola Tangelos
- Heirloom Navel Oranges
- Jumbo Navel Oranges
- Grapefruit
- Blackberries
- Raspberries
- Honey/Ataulfo Mangos
- Asparagus
- Artichokes
- Brussels Sprouts
- Broccoli Rabe
- Campari Tomatoes
- New Color Potatoes (FL)
- Abate Fetel Pears

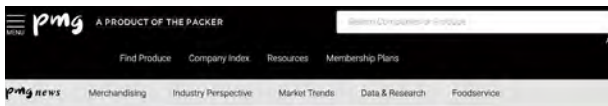
	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
CITRUS SEASON / SOUPS & HEALTHY COMFORT FOOD							
WEEK 9	23	24	25	26	27	28	1 National Sunkist Citrus Day
CITRUS SEASON / SOUPS & HEALTHY COMFORT FOOD / LENT							
WEEK 10	2	3	4 Mardi Gras / Fat Tuesday	5 Ash Wednesday (start of Lent)	6	7 SEPC Southern Exposure Conference / Employee Appreciation Day	8 SEPC Southern Exposure Conference
ST. PATRICK'S DAY THEMED DISPLAYS / CITRUS SEASON / LENT							
WEEK 11	9 Daylight Saving Time starts	10	11	12	13	14 Purim	15
MARCH MADNESS/ CITRUS SEASON / LENT							
WEEK 12	16	17 St. Patrick's Day	18 March Madness begins	19	20 First Day of Spring	21	22
MARCH MADNESS / CITRUS SEASON / LENT							
WEEK 13/14	23	24	25	26	27	28	29
	30	31		National Spinach Day			Ramadan ends



CHECK OUT THIS MERCHANDISING ARTICLE BY FSP'S BRIAN DEY IN THE PACKER'S PMG!

ARTICHOKE & ASPARAGUS MERCHANDISING:

www.producemarketguide.com/news/artichoke-and-asparagus-merchandising



Artichoke and asparagus merchandising



BRIAN DEY February 17, 2019
Greetings, produce professionals, and welcome to the produce department!

Build a basket, create a meal

These two commodities are perfect for tying in so many other items, both in the produce department and from around the store help build basket size. Some great tie-ins to include in or near your displays are lemons, garlic, breadcrumbs, olive oils, pastas, potatoes, parmesan cheese, mayo and hollandaise sauce. The list is nearly endless.



One of my favorites is placing wooden skewers on display with asparagus and calling out grilled asparagus rafts. It's different cool to see on the grill and plate, and it's something that a customer might not have ever thought about.

All of these add sales for the department and suggest meal ideas for your customers. There are myriad recipes online that can



ORGANIC ASPARAGUS



PACK SIZES:

- 11 x 1lb
- 28 x 1lb
- 10 oz Tips Microwave Bag
- 12 oz Compostable Bag
- 2.25 lb Bag



GROWING REGIONS:

MEXICO, ECUADOR



AVAILABILITY:

YEARROUND

INSPIRATION CORNER



Sunkist

PEAK SEASON MARCH CITRUS

For more info: sunkist.com



NAVEL ORANGE
The Essential Orange™



CALIFORNIA MANDARIN
Peel Good Citrus™



CARA CARA ORANGE
The Pink Orange



RED AND PINK GRAPEFRUIT
Nutrient A-lister



BLOOD ORANGE
Dramatically Delicious™



MINNEOLA TANGELO
Over the Top Juicy



EUREKA & LISBON LEMON
Classic and Zestfully Delicious



MEYER LEMON
The Sweet Lemon

