

**T
H
E** **FOUR**
SEASONAL

Q2 / EDITION - APR/MAY/JUN '25



**MERCHANDISING TIPS & IDEAS
FOR INDEPENDENT RETAILERS**



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2nd Quarter 2025 Promotions & Contests

APRIL



Champagne Mangos



Water for All Mangos

MORE PROMO OPPORTUNITIES:
Easter/Passover & Earth Day

MAY



Vidalia Sweet Onions

MORE PROMO OPPORTUNITIES:
Sweet Karoline Blackberries, Cinco de Mayo, Mother's Day, Memorial Day

JUNE



Homegrown Organic Stone Fruit



**Crespo Organic
Summer Mango Mania**



FEATURED ITEMS

- Strawberries
- Asparagus
- Cluster Tomatoes
- Cocktail Tomatoes
- Mangos
- Navel Oranges
- California Mandarins

BEST OF SEASON

- Honey/Ataulfo Mangos
- Strawberries (CA)
- Blackberries
- Artichokes
- Golden Nugget Mandarins
- Heirloom Navel Oranges
- Cara Cara Oranges
- Pixie Tangerines
- Rhubarb
- Watermelons (begin in FL & MEX)
- Sweet Corn (begin in FL)
- Vidalia Sweet Onions (begin in GA)

GREENHOUSE PRODUCE

- Campari/Cocktail Tomatoes
- Beefsteak Tomatoes
- Cluster Tomatoes
- Rainbow Snacking Tomatoes
- Hydroponic Basil
- Color Bell Peppers
- Mini Seedless Cucumbers
- Seedless Cucumbers
- Living Basil

APRIL 2025

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
MARCH MADNESS / CITRUS / LENT							
WEEK 14	30	31	1	2 National "Love Your Produce Manager" Day	3	4 International Carrot Day	5
NEW CROP GREENHOUSE PRODUCE / THINK SPRING! / PASSOVER MEALS							
WEEK 15	6	7 March Madness Championship	8	9	10	11	12 Passover begins at sundown
EASTER / PASSOVER / THINK SPRING!							
WEEK 16	13	14	15 Tax Day	16 National Banana Day	17	18 Good Friday	19
EARTH WEEK & ORGANICS / NEW CROP GREENHOUSE PRODUCE							
WEEK 17	20 Easter / Passover ends at sundown	21	22 Earth Day	23	24	25	26
CINCO DE MAYO / DERBY DAY PARTIES							
WEEK 18	27	28	29	30	1	2	3 Kentucky Derby

PASSOVER MERCHANDISING

PASSOVER WILL BEGIN AT SUNDOWN ON APRIL 12TH AND CONTINUE THROUGH APRIL 20TH.

***Foods consumed during this period should be Kosher.*



IMPORTANT PASSOVER HOLIDAY ITEMS:

VEGETABLES:

- | | |
|--|--------------------------------------|
| <input type="checkbox"/> Beets | <input type="checkbox"/> Red Cabbage |
| <input type="checkbox"/> Carrots | <input type="checkbox"/> Turnips |
| <input type="checkbox"/> Parsley & Parsley Root | <input type="checkbox"/> Parsnips |
| <input type="checkbox"/> Kirby & Euro Cucumbers | <input type="checkbox"/> Fennel |
| <input type="checkbox"/> Green & Colored Peppers | <input type="checkbox"/> Garlic |
| <input type="checkbox"/> Celery & Celery Root | <input type="checkbox"/> Rosemary |
| <input type="checkbox"/> Scallions | <input type="checkbox"/> Basil |
| <input type="checkbox"/> Spinach | <input type="checkbox"/> Thyme |
| <input type="checkbox"/> Green Vegetables (No Beans) | <input type="checkbox"/> Oregano |

FRUIT:

- Pineapple
- Apples
- Oranges
- Berries
- Melons
- Grapes
- Peaches
- Apricots
- Nectarines

OTHER GOODS:

- Sweet Potatoes & Yams
- White, Gold, and Red Potatoes
- Walnuts (in-shell & meats)
- Kosher for Passover Dried Fruits & Honey

BITTER HERBS FOR SEDAR PLATE

- Horseradish
- Dill
- Endive
- Escarole
- Romaine Lettuce
- Leeks
- Onions
- Ginger
- Soup Mix

Book orders now for:

- 50lb Horseradish
- 25 lb Turnips
- Beets & Parsnips
- Full Case Dill
- Root Parsley
- Leeks

CERTIFIED KOSHER FOR PASSOVER ON SELECT ITEMS:

- Dole** - YES
- Fresh Express** - YES
- organicgirl** - YES
- Little Leaf** - NO
- Attitude/Veg Pro** - NO
- Olivia's Salads** - NO
- Olivia's/State Garden Butternut** - YES
- Taylor Farms** - NO
- Earthbound** - YES



2025 Easter Merchandising



EASTER IS SUNDAY, APRIL 20

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 produce for you to meet all of your customers' special variety and traditional holiday needs.



Traditional "Must-Haves" Checklist

VEGETABLES

- Acorn & Butternut Squash
- Artichokes
- Asparagus & Asparagus Tips
- Baby Peeled Carrots
- Beets
- Broccoli
- Broccoli Rabe
- Brussels Sprouts
- Cabbage (red, green, savoy)
- Carrots
- Cauliflower
- Celery & Celery Root
- Cole Slaw Kits
- Cucumbers (field grown & euro)
- Eggplant
- Endive
- Escarole
- Fennel (Anise)
- Fresh Cooking Greens Garlic
- Green Beans
- Herbs (especially Parsleys)
- Leeks
- Lettuce (Romaine & Leaf)
- Mushrooms
- Parsley Root
- Peas (Snow & Sugar Snap)
- Peppers (all colors)
- Radishes (bunched)
- Salad Mixes
- Shallots

HARD GOODS

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

FRUIT

- Strawberries
- Blueberries
- Blackberries
- Raspberries
- Cantaloupes
- Grapes (red & green seedless)
- Honeydew
- Lemons
- Limes
- Mandarins
- Navel Oranges (CA)
- Pineapples
- Watermelons (regular, mini seedless, cuts)

BAKING

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

DECORATIVE

- Potted Bulbs & Flowers
- Fresh-Cut Flowers
- Palm Crosses
- **all of these items had to be pre-ordered*



Easter Planning Tips



Plan Your Ordering and Delivery Timelines for Easter

To ensure smooth and efficient department operations, **work with your rep to plan your ordering and delivery schedules in advance**. Having product on hand - rather than waiting on trucks - allows you to focus on the sales floor and engage with customers effectively.

Order Early to Avoid Delays

Bringing in holiday tonnage items ahead of time helps reduce pressure on warehouse selectors, loaders, and trucks, minimizing late deliveries in the critical days leading up to Easter weekend.

- **Order semi-perishable and hard tonnage items early** and have them in stores by the **Tuesday before Easter**.
- Develop an **off-hour or evening fill schedule for hard goods** to maintain organization and efficiency.



Stay Ahead with Key Items

- **Keep tomato and banana color on hand** to ensure ready-to-eat, mature fruit is available for customers looking to consume it immediately.
- Expect **Friday and Saturday to be high-traffic days**, as Easter business tends to peak late.



Planning ahead will help your department run smoothly, ensuring a successful holiday weekend.

2025 Easter Schedule

FRIDAY 4/18 (GOOD FRIDAY):

Normal office and delivery schedule.

SATURDAY 4/19:

Normal office and delivery schedule. Taking orders for approved Sunday and Monday deliveries.

SUNDAY 4/20 (EASTER):

Office **CLOSED**. Modified delivery schedule.

MONDAY 4/21:

Normal office and delivery schedule.



PRODUCTS AVAILABLE AT FOUR SEASONS



CHERUBS

221550

CV Tomatoes Cherubs
(Grape) 15/10 oz
UPC: 751666771550



CHERUBS

224577

CV Tomatoes Cherubs
(Grape) 9/24 oz
UPC: 751666776050



COMETS

229016

CV Tomatoes Comets
(Gold) 15/10 oz
UPC: 751666950054



SEASONAL MEDLEY

234773

CV Tomatoes Constellation
"Spring" 9/24 oz
UPC: 751666416659



CONSTELLATION

222648

CV Tomatoes Constellation
15/10 oz
UPC: 751666416451



CONSTELLATION

229017

CV Tomatoes Constellation
15/16.5 oz
UPC: 751666414051



D'VINES

219134

CV Tomatoes D'Vines
(Cherry) 12/9 oz
UPC: 751666165052



GLORYS

221551

CV Tomatoes Glorys
(Cherry) 15/10 oz
UPC: 751666103054



TWILIGHT

229015

CV Tomatoes Twilight
(Mini Brown) 15/10 oz
UPC: 751666480056



Certified



Corporation



FAIR TRADE
CERTIFIED



RESPONSIBLY
GROWN
FARMWORKER
ASSURED
EPICERTIFIED.ORG

SAVOURA SAVOURA

B GROWN IN QUEBEC



CODE: 233007
OG Tomatoes Cherry OTV 12/6.56 oz
Savoura Mini Apero



CODE: 42354
OG Tomatoes Cocktail OTV 12/8.8 oz
Savoura Apero



CODE: 223317
OG Tomatoes Cherry OTV 3.5 lb
Savoura Cerizo Bio Bulk Box



CODE: 235655
CV Tomatoes Cherry OTV 20/5.3 oz
Savoura Cerizo



CODE: 41372
OG Tomatoes Beefsteak 15 lb

CODE: 23232
CV Tomatoes Beefsteak 15 lb

CODE: 23296
CV Tomatoes Beefsteak XL 15 lb 20-28ct



CODE: 41334
OG Tomatoes Cluster 11 lb

CODE: 23242
CV Tomatoes Cluster 11 lb





NEW!

**AVAILABLE AT FOUR SEASONS
PRODUCE IN CODE 41385
STARTING IN LATE MARCH**

*100% Plastic-Free, Compostable
Packaging!*

Always Organic, Since 1988.



**SOIL GROWN
IN THE USA**

- **Compostable, plastic-free window and 100% recycled paperboard eliminates waste.**
 - **Low profile, stable and stackable package enables easy merchandising.**
 - **6+ tomato varieties! May include black cherry, sunpeach, green bee, red torch, purple bumblee along with grapes and cherries to name a few.**

Distributed by Lady Moon Farms
Certified Organic by:



Organic Cherry Tomato Medley	
Unit Size	Pallet Information
12-1 Pint	12-1 150, 10 Ti x 15 Hi

ORGANIC CHERRY TOMATOES 10 oz



8 34106 00199 5

share the love at ladymoonfarms.com



BE
COURAGEOUS
& **ADVENTUROUS**
with mango merchandising!

MANGO SHOPPERS
SPEND OVER
TWICE AS MUCH AS
non mango shoppers.

DISPLAY

Multiple big, bold, front-and-center, vibrant displays throughout the store are known to attract shoppers. Make sure they are always fully stocked!

Show some **FLESH**. A few cut mangoes demonstrating the flesh color is a popular attraction tactic.



Secondary displays in **HIGH TRAFFIC** areas multiply sales, use free-standing displays anywhere in the store. Our **CRESPO ORGANIC** cartons stacked up make an incredible visual display.



During peak summer months use **GIGANTIC** storefront displays to drive promotions and sales.





CROSS MERCHANDISING

Forget what you know about cross merchandising mangoes. As consumer demand increases drastically, research shows the attraction of the shopper is changing with it.

Get creative.

BE
COURAGEOUS
& **ADVENTUROUS**
with mango merchandising!

MANGO SHOPPERS
SPEND OVER
TWICE AS MUCH AS
non mango shoppers.

Small & **CREATIVE** displays cross merchandised with other departments are **FUN!** Try ripe mangoes on the meat counter with a recipe for **MANGO BBQ** sauce!



Display mangoes with **PEAK SEASON**, succulent **SUMMER** fruits. Take them away from the tropical section and treat them more like **STONE FRUIT**.



Set up **INGREDIENT-BASED** displays with their mango recipes. **SALSAS** (onions, cilantro & tomatoes), **COCKTAILS** (limes & tequila), or **MANGO SUMMER ROLLS** (rice paper, rice vinegar, fresh mint, peppers & cucumbers).



CV MANGO
PROGRAM
NOW AT
FOUR SEASONS!

CONTINENTAL
FRESH

WATER FOR ALL



Where Produce Meets Purpose

Water For All!

WITH EVERY BOX OF SPECIALTY LABELED PRODUCE, A PERCENT OF PROCEEDS IS DONATED TO BLUE MISSIONS TO FUND CLEAN WATER AND SANITATION PROJECTS IN LATIN AMERICA.

There are 780 million people globally that lack access to clean water. Daily life for these people includes walking miles to collect water for their families, risking water-borne diseases, and missing school or work. BLUE Missions takes our donations and uses 100% of it to fund the material costs of constructing gravity-driven aqueducts in rural communities, and connects every home with a faucet. When you buy any product from Continental Fresh, you support this work, and make the world a better place.



WHY WATER?

Water is the basic foundation of a community and without it, families struggle to meet their most basic needs. Many walk hours to collect it and often times the water they find is not safe to drink. By funding water projects in rural communities, we are taking a huge step in breaking the poverty trap while bringing empowerment, health, and opportunity to locals.

WATER FOR ALL INSPIRATION CORNER



LEARN MORE AT <https://www.bluemissions.org/c-f>



PHONE: 1.800.422.8384

| www.fsproduce.com



ATAULFO HONEY MANGO SEASON

Mangos are an important fresh fruit staple around the world. Are you maximizing your selling opportunities?

During the spring and early summer, a popular variety that generates initial impulse sales followed by many repeat sales is the Ataulfo Mango. They are super versatile, and when handled and ripened properly, they are a fantastic tropical treat. Mangos are primarily eaten as a snack, but are also ideal in smoothies, salads, salsas, jams, and ice creams.

Ataulfos, also known as Honey Mangos, are identified by their light lime green skin that ripens to gold, and they are super sweet, lightly tangy, and have a smooth flesh. Delicious!



ATAULFO HONEY MANGO FACTS:

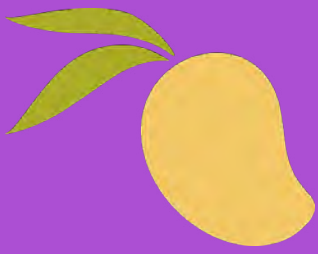
- Ataulfos are in peak season from March - June out of Mexico.
- Ataulfos are ripe when the fruit gives to gentle pressure and the skin has turned to a golden color.
- Ataulfos are less fibrous than most other varieties.
- Ataulfos are often called Honey Mangos and Ciruli Brothers brands their premium Ataulfos as “Champagne” Mangos.
- Ataulfos are super rich in Vitamins A, B, and C and are a great source of dietary fiber

MERCHANDISING IDEAS:

- Find an area of the department that is high traffic and build an large or creative display. While some shoppers might shy away from this type of mango because it is not like the normal ones consumers are so used to seeing, a stop-traffic display will get them intrigued on what it might be.
- Be sure to always put ripe fruit on top or in the front of your display. Setting fruit aside in its own section and labeled “ripe & ready” takes all the guesswork out for your customers. Additionally when receiving and storing, make sure you follow ripeness rules when it applies to rotation.
- Offer samples. Once a consumer gets this mango in their mouths, they will be hooked. Sampling is a complete surefire way to build sales and consumer confidence in what they are buying.
- Merchandise your “regular” round mangos with Ataulfos to build sales.
- Offer Ataulfos in two areas for better visibility, one on a standalone and more in your regular tropical set. More exposure generally means more sales!
- Price mangos in multiples for best results. For example, 3 for \$5.00 will generate more sales than \$1.69 each.

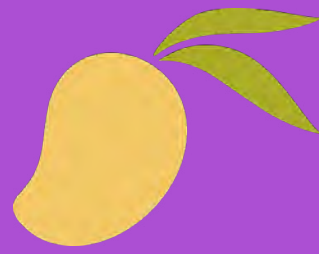


CREATE SOME “MANGO MADNESS” IN YOUR STORES THIS SPRING!



CHAMPAGNE[®] MANGO

CIRULI BROTHERS[™]



Exceptionally Sweet

The taste of a Champagne[®] Mango is exceptionally sweet and full.

Silky Smooth

The inside of a Champagne[®] Mango is velvety smooth, with almost no fibrous texture.

Naturally Nutritious

Mangos contain over 20 vitamins and minerals. Just one serving of mango provides half of your daily Vitamin C needs. With just 70 calories per serving (about 3/4 cup), each serving of mangos is fat free, sodium free, and cholesterol free.

Seasonal Star

Champagne[®] Mangos are only available from February until August, so savor them while you can!

Unlimited Uses

From savory dishes to sweet desserts, this versatile fruit has endless tasty possibilities.



Firm = Not Ripe

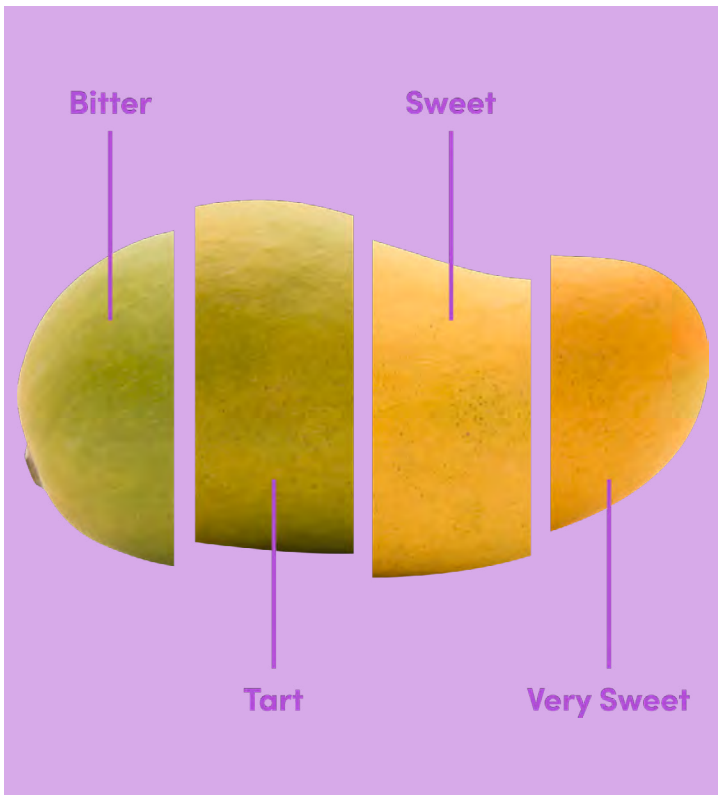
If your mango is green in color and hard as a rock when you apply gentle pressure, it is a sign it is not ready yet.

Allow firm fruit to ripen at room temperature, never in the fridge.

Soft = Ripe

Champagne[®] mangos turn a deep golden yellow when fully ripe.

Mangos are usually very sweet and fully ripe when their skin starts to show signs of shriveling.



INSPIRATION CORNER





Vidalia Sweet Onion Tips for Success



On the East Coast, the words "Vidalia Sweet Onion," immediately make consumers think spring and grilling! Genuine Georgia-grown Vidalia Sweet Onions will start shipping in late April, and the season should continue into July.

For more info: vidaliaonion.org

• With Vidalia Onions being a lower shrink risk item in your department, **make displays large and get them seen!**

• **Merchandise secondary displays in high traffic areas** for good visibility, including near the meat section.

• **Cross merchandise** with batter mix, herbs, olive oil, and cheeses (where refrigeration allows), or in grilling themed displays.

• **Recipe suggestions at point-of-sale** go a long way in potentially building up a shopping cart.

• **Tie in other spring seasonal crops** such as artichokes or asparagus. Corn and tomatoes are also a natural tie in, and the color really adds nice visuals to display.

• **Offer both bagged and loose options** to target 2 different types of purchases.



INSPIRATION CORNER



PHONE: 1.800.422.8384

| www.fsproduce.com



5 FAST WAYS TO TURN Supersweet CORN into Gold



Fresh
Supersweet
corn from

Florida can add a golden glow to fall, winter and spring retail promotions. With consumer demand on the rise, this category is no longer a summer loss leader but a year-round profit maker. Top tips for growing your Supersweet corn sales:



1 Give customers choices

- In addition to unhusked corn, sell tray packed ears, either fully or partially husked.
- Offer ears precut in chunks and/or packaged with other vegetables for stews and roasts.

2 To preserve its quality, keep corn cold

- For maximum freshness and flavor, keep corn well chilled—33°F to 36°F is best.
- Display corn in refrigerated cases or on ice (perhaps under misters).
- Return corn used in large bulk floor displays to the cooler after the store closes.

3 Price corn to move

- Consumers are willing to pay more for fresh corn in winter and spring.
- They'll also pay more for value-added offerings such as husked corn and microwave-ready packaging.
- To encourage quantity buying, price in multiples

4 Run fresh corn promotions

- Research shows that feature ads lead to significant volume and dollar increases, especially when combined with other merchandising techniques.
- Well-timed seasonal and holiday tie-ins attract shoppers' interest.
- The most effective signage promotes corn while educating consumers about buying, storing and preparing it.
- Creative use of cross promotions can build overall store sales.

5 Know Your Customer

- Consider your customer profile (age, race, ethnicity and location) when planning your Supersweet corn strategy.
- African-American and Latino customers buy more fresh sweet corn, especially during winter and spring.
- Customers in metropolitan areas are more interested in value-added corn options at a premium price.



Smart Cross-Merchandising Ideas



Trending spices and sauces like chili powder, paprika, chipotle seasoning, and hot sauce!

Dairy pairings like cotija, sour cream, Mexican crema and mayonnaise!



Cilantro, jalapeños, onion, garlic, limes and other fresh produce!

For more recipe ideas & the national display contest, visit cominginhotfromflorida.com.



FEATURED ITEMS

- Berries
- Vidalia Sweet Onions
- Sweet Corn
- Watermelons
- Mangos

BEST OF SEASON

- Strawberries
- Raspberries
- Blueberries
- Watermelons
- Florida Sweet Corn
- Vidalia Sweet Onions
- California Cherries
- California Apricots
- Artichokes

LOCAL (MID-ATLANTIC)

- Asparagus
- Lettuces
- Bunched Herbs
- Rhubarb
- Leeks
- Radishes
- Kales & Collards
- Chards & Dandelion



MAY 2025

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
CINCO DE MAYO / DERBY DAY PARTIES							
WEEK 18	27	28	29	30	1	2	3 Kentucky Derby
MOTHER'S DAY / BERRY SEASON / COLLEGE GRADUATIONS							
WEEK 19	4	5 Cinco de Mayo	6	7	8	9	10
BERRY SEASON / COLLEGE GRADUATIONS / GRILLING SEASON							
WEEK 20	11 Mother's Day	12  Four Seasons Produce Fresh Fest! Independent Retailer Trade Show & Conference	13 	14	15	16	17 Armed Forces Day
MEMORIAL DAY PARTIES / GRILLING / BERRY SEASON							
WEEK 21	18	19	20	21 Eat More Fruits & Vegetables Day	22	23	24
GRILLING & OUTDOOR PARTIES / BERRY SEASON / LOCAL VEGGIES							
WEEK 22	25 Memorial Day	26	27	28	29	30	31

Cinco de Mayo!

MERCHANDISING TIPS

Want to add some excitement to your Produce Department and stores? Celebrate Cinco de Mayo by building attractive displays that catch your customers' eyes!

Cinco de Mayo is a fun holiday to merchandise fresh produce and it creates impulse sales and gives a festive look to your department.

AVOCADOS:

The centerpiece of any Cinco de Mayo display! Be sure to have ripe avocados on your displays leading up to, and into, May 5th. Set up an in-store ripening program to ensure you have the desired amount of fruit ripe and ready for your customers to pick up!

For more information on how to do this, check out: youtu.be/vjeUUg5JF8

ONIONS:

Red or yellow onions will work best, though some shoppers prefer sweet or white onions.

TOMATOES:

Roma/Plum Tomatoes are preferred for their firmness and lower gel content, but all varieties of tomatoes can be included.

JALAPEÑO PEPPERS:

Kick it up a notch by adding some heat with jalapeños, or REALLY turn up the heat by adding habaneros!

LIMES:

Limes are perfect to squeeze over your guacamole, slice for Mexican beer, or for making fresh margaritas!

MANGOS:

Mangos will be a great sell over the Cinco de Mayo week-end and look great tied into your displays. Four Seasons Produce will have both Tommy Atkins and Ataulfo (Honey) Mangos ready for your displays!

KEY INGREDIENTS:

- Cilantro
- Garlic

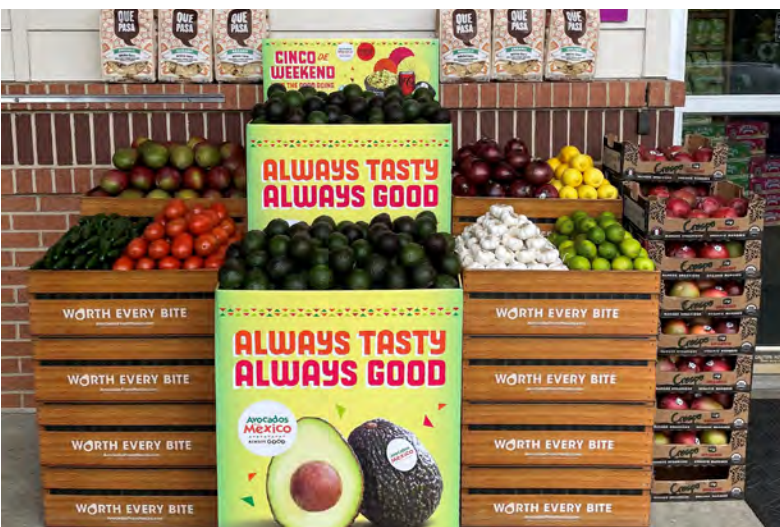
TIE-IN ITEMS:

Some great tie-in items include tortilla chips, taco shells and seasonings, hot sauces, and of course, Corona!

Avocados from Mexico offers display bins from time to time. Contact your Four Seasons Rep for more information.



CINCO DE MAYO INSPIRATION CORNER



Driscoll's

Only the Finest Berries™

Available at Four Seasons



Strawberries



Strawberry 1 lb Clamshell
Pack: 8 × 1 lb (16 oz) clamshells per tray
Palletization: 120 trays per 40" × 48" pallet,
6 per layer × 20 high
Tray Dimensions: 19.81" L × 15.56" W × 3.50" H
Tray Weight: 9.33 lbs Gross; 8.0 lbs Net
Labels: Driscoll's
Driscoll's Item # 0001; UPC: 7 15756 20002 3



Strawberry 2 lb Clamshell
Pack: 4 × 2 lb (32 oz) clamshells per tray
Palletization: 120 trays per 40" × 48" pallet,
6 per layer × 20 high
Tray Dimensions: 19.31" L × 14.63" W × 3.38" H
Tray Weight: 9.21 lbs Gross; 8.0 lbs Net
Labels: Driscoll's
Driscoll's Item # 0010; UPC: 7 15756 20006 1



Certified Organic Strawberry 1 lb Clamshell
Pack: 8 × 1 lb (16 oz) clamshells per tray
Palletization: 120 trays per 40" × 48" pallet,
6 per layer × 20 high
Tray Dimensions: 19.81" L × 15.56" W × 3.50" H
Tray Weight: 9.33 lbs Gross; 8.0 lbs Net
Labels: Driscoll's
Driscoll's Item # 0005; UPC: 7 15756 20011 5
Fair Trade Item # 0068; UPC: 7 15756 20037 5

Blueberries



Blueberry 6 oz Clamshell
Pack: 12 × 6 oz clamshells per tray
Palletization: 240 trays per 40" × 48" pallet,
12 per layer × 20 high
Tray Dimensions: 15.38" L × 8.89" W × 3.19" H
Tray Weight: 5.7 lbs Gross; 4.5 lbs Net
Labels: Driscoll's, Berry Valley (BV)
Driscoll's Item # 0007; UPC: 7 15756 30002 0
Fair Trade Item # 0354; UPC: 7 15756 50014 7
Berry Valley Item # 0033; UPC: 7 15756 50002 4



Blueberry 1 Dry Pint Clamshell
Pack: 12 × 1 Dry Pint clamshells per tray
Palletization: 144 trays per 40" × 48" pallet,
12 per layer × 12 high
Tray Dimensions: 15.44" L × 9.63" W × 5.13" H
Tray Weight: 10.4 lbs Gross; 9.0 lbs Net
Labels: Driscoll's, Berry Valley (BV)
Driscoll's Item # 0025; UPC: 7 15756 30004 4
Fair Trade Item # 0350; UPC: 7 15756 50011 6
Berry Valley Item # 0066; UPC: 7 15756 50003 3



Certified Organic Blueberry 6 oz Clamshell
Pack: 12 × 6 oz clamshells per tray
Palletization: 240 trays per 40" × 48" pallet,
12 per layer × 20 high
Tray Dimensions: 15.38" L × 8.89" W × 3.19" H
Tray Weight: 5.7 lbs Gross; 4.5 lbs Net
Labels: Driscoll's, Berry Valley (BV)
Driscoll's Item # 0017; UPC: 7 15756 30009 9
Fair Trade Item # 0238; UPC: 7 15756 30032 7
Berry Valley Item # 0077; UPC: 7 15756 50008 6



Certified Organic Blueberry 1 Dry Pint Clamshell
Pack: 12 × 1 Dry Pint clamshells per tray
Palletization: 144 trays per 40" × 48" pallet,
12 per layer × 12 high
Tray Dimensions: 15.44" L × 9.63" W × 5.13" H
Tray Weight: 10.4 lbs Gross; 9.0 lbs Net
Labels: Driscoll's
Driscoll's Item # 0043; UPC: 7 15756 30021 1
Fair Trade Item # 0239; UPC: 7 15756 50015 4



Raspberries



Raspberry 6 oz Clamshell
Pack: 12 × 6 oz clamshells per tray
Palletization: 216 trays per 40" × 48" pallet,
12 per layer × 18 high
Tray Dimensions: 15.75" L × 10.0" W × 3.63" H
Tray Weight: 5.7 lbs Gross; 4.5 lbs Net
Labels: Driscoll's
Driscoll's Item # 0002; UPC: 7 15756 10001 9
Fair Trade Item # 0353; UPC: 7 15756 10062 0



Raspberry 12 oz Clamshell
Pack: 6 × 12 oz clamshells per tray
Palletization: 216 trays per 40" × 48" pallet,
12 per layer × 18 high
Tray Dimensions: 15.63" L × 9.88" W × 3.13" H
Tray Weight: 5.7 lbs Gross; 4.5 lbs Net
Labels: Driscoll's
Driscoll's Item # 0006; UPC: 7 15756 10003 3
Fair Trade Item # 0355; UPC: 7 15756 10061 3



Certified Organic Raspberry 6 oz Clamshell
Pack: 12 × 6 oz clamshells per tray
Palletization: 216 trays per 40" × 48" pallet,
12 per layer × 18 high
Tray Dimensions: 15.75" L × 10.0" W × 3.63" H
Tray Weight: 5.7 lbs Gross; 4.5 lbs Net
Labels: Driscoll's
Driscoll's Item # 0004; UPC: 7 15756 10004 0
Fair Trade Item # 0067; UPC: 7 15756 10059 0



Blackberry 6 oz Clamshell
Pack: 12 × 6 oz clamshells per tray
Palletization: 192 trays per 40" × 48" pallet,
12 per layer × 16 high
Tray Dimensions: 15.56" L × 9.88" W × 3.50" H
Tray Weight: 5.7 lbs Gross; 4.5 lbs Net
Labels: Driscoll's, Berry Valley (BV)
Driscoll's Item # 0003; UPC: 7 15756 10020 0
Fair Trade Item # 0358; UPC: 7 15756 50204 2
Berry Valley Item # 0072; UPC: 7 15756 50201 1



Certified Organic Blackberry 6 oz Clamshell
Pack: 12 × 6 oz clamshells per tray
Palletization: 192 trays per 40" × 48" pallet,
12 per layer × 16 high
Tray Dimensions: 15.56" L × 9.88" W × 3.50" H
Tray Weight: 5.7 lbs Gross; 4.5 lbs Net
Labels: Driscoll's
Driscoll's Item # 0012; UPC: 7 15756 10022 4
Fair Trade Item # 0236; UPC: 7 15756 10057 8



Blackberries

Seasonal Items



Long Stem Strawberry 16 oz Clamshell
Pack: 4 × 1 lb (16 oz) clamshells per tray
Palletization: 120 trays per 40" × 48" pallet,
6 per layer × 20 high
Tray Dimensions: 19.93" L × 15.87" W × 3.12" H
Tray Weight: 5.08 lbs Gross; 4.0 lbs Net
Labels: Driscoll's
Driscoll's Item # 0046; UPC: 7 15756 20008 5



Certified Organic Strawberry 2 lb Clamshell
Pack: 4 × 2 lb (32 oz) clamshells per tray
Palletization: 120 trays per 40" × 48" pallet,
6 per layer × 20 high
Tray Dimensions: 19.31" L × 14.63" W × 3.38" H
Tray Weight: 9.21 lbs Gross; 8.0 lbs Net
Labels: Driscoll's
Driscoll's Item # 0026; UPC: 7 15756 20022 1
Fair Trade Item # 0071; UPC: 7 15756 20038 2



Blueberry 18 oz Clamshell
Pack: 12 × 18 oz clamshells per tray
Palletization: 80 trays per 40" × 48" pallet,
5 per layer × 16 high
Tray Dimensions: 23.56" L × 15.12" W × 4.12" H
Tray Weight: 14.2 lbs Gross; 13.5 lbs Net
Labels: Driscoll's, Berry Valley (BV)
Driscoll's Item # 0058; UPC: 7 15756 30016 7
Fair Trade Item # 0351; UPC: 7 15756 50012 3
Berry Valley Item # 0183; UPC: 7 15756 50005 5



Certified Organic Blueberry 18 oz Clamshell
Pack: 12 × 18 oz clamshells per tray
Palletization: 80 trays per 40" × 48" pallet,
5 per layer × 16 high
Tray Dimensions: 23.56" L × 15.12" W × 4.12" H
Tray Weight: 14.2 lbs Gross; 13.5 lbs Net
Labels: Driscoll's
Driscoll's Item # 0072; UPC: 7 15756 30029 7
Fair Trade Item # 0244; UPC: 7 15756 30031 0



Blackberry 12 oz Clamshell
Pack: 12 × 12 oz clamshells per tray
Palletization: 117 trays per 40" × 48" pallet,
9 per layer × 13 high
Tray Dimensions: 19.25" L × 15.75" W × 5.13" H
Tray Weight: 10.28 lbs Gross; 9.0 lbs Net
Labels: Driscoll's
Driscoll's Item # 0014; UPC: 7 15756 10024 8
Fair Trade Item # 0349; UPC: 7 15756 50203 5

≡ Sweetest Batch™ ≡

Driscoll's Sweetest Batch™ berries are a specialty berry segment grown from proprietary varieties selected for their consumer-validated, extra-sweet and juicy flavor profiles to create special, memorable moments of happy indulgence.



Sweetest Batch™ Blueberry 11 oz Clamshell

Pack: 8 × 11 oz clamshells per tray
Palletization: 216 trays per 40" × 48" pallet,
12 per layer × 18 high
Tray Dimensions: 15.95" L × 10.0" W × 3.75" H
Tray Weight: 6.47 lbs Gross; 5.5 lbs Net
Labels: Driscoll's
Driscoll's Item # 0385; UPC: 7 15756 50017 8



Sweetest Batch™ Blackberry 10 oz Clamshell

Pack: 12 × 10 oz clamshells per tray
Palletization: 144 trays per 40" × 48" pallet,
12 per layer × 12 high
Tray Dimensions: 15.63" L × 9.63" W × 5.875" H
Tray Weight: 9.6 lbs Gross; 7.5 lbs Net
Labels: Driscoll's
Driscoll's Item # 9519; UPC: 7 15756 10066 8



Sweetest Batch™ Strawberry 14 oz Clamshell

Pack: 8 × 14 oz clamshells per tray
Palletization: 117 trays per 40" × 48" pallet,
9 per layer × 13 high
Tray Dimensions: 14.88" L × 12.88" W × 4.63" H
Tray Weight: 8.9 lbs Gross; 7.0 lbs Net
Labels: Driscoll's
Driscoll's Item # 0411; UPC: 7 15756 20054 2



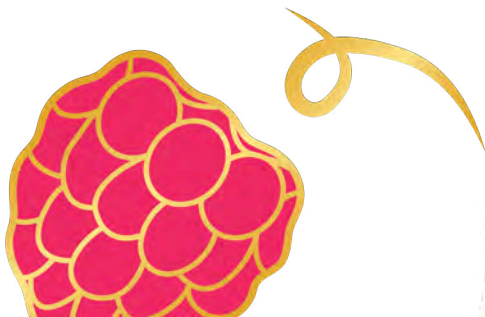
Sweetest Batch™ Strawberry 10 oz Clamshell

Pack: 16 × 10 oz clamshells per tray
Palletization: 108 trays per 40" × 48" pallet,
6 per layer × 18 high
Tray Dimensions: 19.0" L × 14.88" W × 3.63" H
Tray Weight: 12.51 lbs Gross; 10.0 lbs Net
Labels: Driscoll's
Driscoll's Item # 0370; UPC: 7 15756 20051 1



Sweetest Batch™ Raspberry 6 oz Clamshell

Pack: 12 × 6 oz clamshells per tray
Palletization: 216 trays per 40" × 48" pallet,
12 per layer × 18 high
Tray Dimensions: 15.75" L × 10.0" W × 3.63" H
Tray Weight: 5.7 lbs Gross; 4.5 lbs Net
Labels: Driscoll's
Driscoll's Item # 0372; UPC: 7 15756 10063 7



TOP BERRY MERCHANDISING TIPS

BERRY CATEGORY PEAK SEASON: SPRING THROUGH EARLY SUMMER

- 1 Stock Up on Fresh Berries** – In April and early May, shoppers transition from citrus, apples, and pears to fresh berries. Keep displays full and well-merchandised.
- 2 Balance Supply and Demand** – Berries are a top-volume category, but managing inventory is key—too much leads to shrink, too little results in lost sales.
- 3 Ensure Freshness with Proper Handling** – From receiving to display, careful planning and handling will maximize berry freshness and quality. Follow best practices to get the “berry” best from your berry section!
- 4 Inspect for Quality** – Check berries for bruising, wetness, leaks, decay, or mold before stocking.
- 5 Refrigerate Immediately** – Berries are highly perishable; store them in the cooler ASAP, especially in warm months, to extend shelf life.
- 6 Follow FIFO Rotation** – Clearly mark received dates on boxes and ensure older stock is sold first to maintain freshness.
- 7 Keep Berries Cold** – Refrigeration preserves quality and shelf life. During peak “berry holidays” like Memorial Day and July 4th, non-refrigerated displays may work for quick sales. Move unsold berries back to refrigeration overnight.
- 8 Cull & Rotate** – Regularly sort and rotate clamshells to maintain freshness. Convert unsellable packs into fresh-cut options to reduce shrink.
- 9 Stock a Full Variety** – Offer multiple berry types in both conventional and organic. Larger packs boost convenience and sales, especially during peak seasons.





MEMORIAL DAY MERCHANDISING

MEMORIAL DAY IS MONDAY, MAY 26



MEMORIAL DAY PRODUCE CHECK LIST

VEGETABLES:

- Artichokes
- Cabbage & Slaw Mix
- Celery
- Cucumbers
- Garlic
- Lettuces
- Onions (Sweet, Vidalia)
- Peppers (all colors)
- Potatoes (Russet, New/Baby)
- Portabella Mushroom (Caps & Slices)
- Radishes
- Scallions
- Squash (Zucchini & Yellow)
- Sweet Corn
- Sweet Potatoes
- Tomatoes

***Cut back on Hard Cooking Veg*

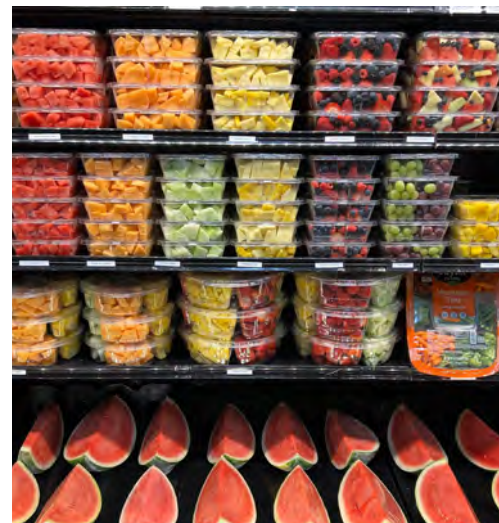
FRUIT:

- Blackberries
- Blueberries
- Cantaloupes
- Cherries
- Grapes
- Honeydew
- Nectarines
- Peaches
- Pineapples
- Raspberries
- Strawberries
- Watermelons (Whole, Cuts, Halves)

***Cut back on Apples, Pears, & Citrus*

VALUE-ADDED:

- Cabbage & Slaw Mix
- Croutons
- Cut Fruit & Veg
- Fruit Dips
- Juices
- Nuts
- Salad Dressings
- Salads
- Salsa
- Veg Trays



DELIVERIES & PLANNING

- **Order hard goods and semi-perishables early – have them in-store by Tuesday, May 20, or Wednesday, May 21.** Load up the department with essentials like Salad Dressings, Dips, Salsa, Juices, Croutons, Fruit Dips, and Nuts.

- **Have evening associates stock these sections** to avoid congestion in aisles during business hours.

- **Bring in hard vegetables and fruit by Thursday, May 22.** Key items include:

Vegetables:

Potatoes, Onions, Carrots, Mini Carrots

Fruits:

Apples, Pears, Oranges, Lemons & Limes, Honeydew, Cantaloupe, Pineapples, Bin Watermelons (No need to be overly cautious with bin Watermelons – this is just the start of summer picnic season, and any extras carry low risk. Store at room temperature)

- **Stock Sweet Corn by the pallet** (42 cases per pallet) – aim to have it in by Thursday, May 22, and Friday, May 23. Keep it watered or iced down.



FOUR SEASONS MEMORIAL DAY SCHEDULE

SATURDAY 5/24:

Normal office and delivery schedule.

SUNDAY 5/25:

Normal office and delivery schedule.

MONDAY 5/26:

Normal delivery schedule, office open 8:30am - 1:00pm, taking orders for Tuesday 5/27 delivery.

Please contact your sales representative with any questions.

HAVE A HAPPY AND SAFE MEMORIAL DAY!

MEMORIAL DAY DISPLAY THEME IDEAS

GRILLING

- 1 Vidalia Sweet Onions
- 2 Eggplant
- 3 Shishito Peppers
- 4 Portabella Mushrooms
- 5 Pineapples
- 6 Zucchini

ADDITIONAL ITEM IDEAS:

- | | |
|--------------|----------------|
| Peaches | Potatoes |
| Tomatoes | Sweet Potatoes |
| Bell Peppers | Charcoal |
| Artichokes | |



SWEET CORN

- Build a large secondary display of Sweet Corn using a bin dummied up to control display quantities.
- Position a clean trash can at the display for customers to shuck their corn.
- Increase margins by trimming, stripping, and tray-packing 5 ears of Sweet Corn to offer added value and convenience at a premium retail price.

CAPRESE STATION

- 1 **Tomatoes:** Mixed Cherry, Grape, Vine Ripe, Beefsteak, Cluster, Cocktail, & Heirloom
- 2 Basil
- 3 BUF Fresh Mozzarella
- 4 Olive Oil
- 5 Balsamic Vinegar

ADDITIONAL ITEM IDEAS:

Garlic: Loose & Jarred





JUNE 2025

FEATURED ITEMS

- Cherries
- Berries
- Grapes
- Watermelons
- Vidalia Sweet Onions
- Sweet Corn
- Peaches

BEST OF SEASON

- Athena-style Cantaloupes
- Mangos
- Portabella Mushrooms
- Apricots & Apriums
- Peaches (*early varieties*)
- Nectarines (*early varieties*)
- Rainier Cherries (*begin*)
- Cotton Candy Grapes (*begin*)

LOCAL (MID-ATLANTIC)

- Lettuces
- Bunched Herbs
- Leeks & Scallions
- Radishes
- Kales & Collards
- Chards & Dandelion
- Cabbages
- Blueberries (*begin from NJ*)
- Sweet Corn (*begin*)
- Grape Tomatoes (*begin*)
- Zucchini (*begin*)

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
GRILLING & OUTDOOR PARTIES / BERRY SEASON / LOCAL VEGGIES							
WEEK 23	1 First day of National Fresh Fruit & Vegetable Month	2	3	4	5	6	7
FATHER'S DAY & GRADUATION PARTIES / GRILLING & OUTDOOR PARTIES / BERRY SEASON							
WEEK 24	8	9	10	11	12	13	14 Flag Day
GRADUATION PARTIES / BERRY SEASON / LOCAL VEGGIES							
WEEK 25	15 Father's Day	16	17 National Eat Your Veggies Day	18	19 Juneteenth	20 First Day of Summer	21
CHERRY & GRAPE SEASON / LOCAL PRODUCE							
WEEK 26	22	23	24	25	26	27 National Pineapple Day	28
4TH OF JULY PARTIES / CHERRY & GRAPE SEASON / LOCAL PRODUCE							
WEEK 27	29	30	1	2	3	4 Independence Day	5



HOW TO PREP, SHARE, SELECT, & SELL WATERMELONS

Food Safety

Prep

Store and display whole watermelon at 45°F–55°F (7°C–13°C).

Display cut watermelon in refrigerated cabinets at 37°F–39°F (3°C–4°C). If using ice beds, bury containers in the ice. Exposed containers warm quickly to room temperature, reducing shelf life and increasing food safety risks.

Before cutting, store watermelons at 46°F (8°C). Wear sanitary gloves, a clean apron and a hair net. Sanitize the stainless steel work surface and sharp knife. Then, wash under clean, running water and pat dry.

Cut It Up

Prep

- 1 Cut off the ends, providing a base and access to the peel and rind.
- 2 Angle the knife, placing it where the white rind meets the red flesh and following the curve of the fruit, cut off the rind.
- 3 Cut the whole watermelon into disks, widthwise in the desired size of cubes.
- 4 Lay the disks face down, pushing the smaller disks to one side and cut same size strips in both directions.

Everyday Value

Share

At only 16 cents per serving, watermelon is the #1 budget-friendly fruit!*



Find endless recipes for watermelon flesh, juice and rind at watermelon.org

*Source: IRI FreshLook Data, 2020

Choose the Best

Select

Easy as 1, 2, 3!

- 1 Look it over. A firm watermelon free from bruises, cuts or dents is best.
- 2 Lift it up. It should be heavy for its size. Most of its weight is water!
- 3 Turn it over. Make sure it has a creamy, yellow spot on its underside.

 That's where it sat on the ground and ripened in the sun!


Top 5 Retail Tips

Sell

- 1 **Easy to reach. Easy to sell.**
Use drop down panels and transfer hard to reach watermelons to the top of the next full bin.
- 2 **Lose the leaking watermelons.**
- 3 **Keep watermelons away from bananas.**
Bananas emit ethylene gas, which changes the flavor and appearance of watermelons.
- 4 **Display whole & cut watermelons side by side.**
- 5 **Ensure the tastiest watermelon.**
Continue cold chain if applicable for whole watermelons. Always keep fresh cut refrigerated.

Boost Sales

Sell

- 1 **Get Social.**
Share your own promotions and tap into the Watermelon Board posts, tweets and videos @watermelonboard
- 2 **Offer Samples.**
Serve fresh-cut watermelon or simple recipes like Fire & Ice Salsa.
- 3 **Merchandise.**
Set up a watermelon display—include recipes, health benefits information and storage tips.
Scan here for FREE POS Materials.  Or, find at watermelon.org/Retailers



WATERMELON

Cutting & Yield



1

Cut off the ends, providing a base and access to the peel and rind.



2

Angle the knife, placing it where the white rind meets the red flesh and following the curve of the fruit, cut off the rind.



3

Cut the whole watermelon into disks, widthwise in the desired size of cubes.



4

Lay the disks face down, pushing the smaller disks to one side and cut same size strips in both directions.

YIELD

Size	60	45	36
Time (min)	2.50	2.58	3.05
Flesh (lbs)	8.61	9.54	10.67
Skin (lbs)	3.61	4.24	7.17
Flesh (%)	70.5%	69.2%	59.8%



Market watermelon with 10 tips!



1

Make the most of displays!

Colorful bins and large displays grab attention and grab sales.

- 2. Display whole and cut watermelon side by side.** Create great eye appeal and increase sales for both.
- 3. Get the word out - watermelon is delicious and nutritious.** Include nutrition information not only in newsletters and ads, but on signs and displays.
- 4. Easy to reach. Easy to sell.** Use drop down panels and transfer hard to reach watermelons to the top of the next full bin.
- 5. Take them off the floor.** You wouldn't eat off the floor, so why would your customers?
- 6. Lose the leakers.** Look at your display from a customer's point of view and remove damaged watermelons.
- 7. Keep watermelons away from bananas.** Store these separately. Bananas emit ethylene gas, which changes the flavor and appearance of watermelons.
- 8. Avoid mis-rings and lost revenue.** Every penny counts! Use proper labeling so customers get what they pay for and you get the profits you deserve.
- 9. Give customers what they crave all year long.** Watermelon isn't just for picnics anymore. It delivers year-round sales, even in cold climates.
- 10. Ensure the tastiest watermelon.** Continue cold chain if applicable for whole watermelons. Always keep fresh cut refrigerated.

**FOR WATERMELON.ORG'S FULL RETAIL KIT, CHECK OUT:
WATERMELON.ORG/AUDIENCES/RETAILERS**

Working with Watermelon

Take the guesswork out of switching between seedless watermelon sizes

Watermelon is grouped into many sizes, but there are six key sizes that vary throughout the year. This tool illustrates the yield for the top six sizes and how it is often handled for use on menus. Although Mother Nature offers many variables each year, this tool can be a guide highlighting average yield.



Size	Seedless				Mini	
	36	45	60	7	8	9
Total weight in pounds	20.44	15.87	11.25	6.37	5.37	5.06
Total weight in ounces	327	254	180	102	86	81
Flesh weight in pounds	13.62	10.68	6.75	3.93	3.68	3.12
Flesh weight in ounces	218	171	108	63	59	50
Number of wedges	124	98	62	50	47	40
Cubes in cups	39	32	20	12	11	9
Puree in cups	26	22	13	8	7	6
Puree in fluid ounces	210	173	104	61	58	49
Juice in cups	22	17	11	6	6	5
Juice in fluid ounces	180	135	84	47	45	42

Each cup has approximately 7, 1/2-inch cubes.

To puree, place cut watermelon in a blender and blend until smooth without any chunks.

To juice, strain the puree once through a fine mesh strainer. Consider upcycling the pulp in muffins or bread and sauces.

The wedges are approximately 1/2-inch thick and 3x3 1/2-inches, with no rind and peel.

Watermelon yield is generally between 60 and 70% depending on size, variety, and other variables.



SEEDED

- >> Round, long, oblong
- >> 5 to 45 lbs



SEEDLESS

- >> Round, long, oblong
- >> 10 to 25 lbs
- >> Small white seed coats in the flesh are undeveloped and edible
- >> Approximately 90% of watermelon cultivars grown today for US consumption



MINI

- >> Round
- >> Seedless
- >> 1 to 7 lbs



YELLOW & ORANGE

- >> Round
- >> Seeded and seedless
- >> 10 to 30 lbs

Keep your shoppers in the know about watermelon—here's how!

Take a look at our research about what consumers know (and need to know) about watermelon. Then consider using our free point-of-sale materials as one way to keep your shoppers up-to-date on the world of watermelon.

Main Consumer Research Findings

- Watermelon scores very high relative to other fruits in terms of taste, safety, value, healthiness and freshness.
- Consumers want fruit that provides them with value. They are looking for fruit where they can use all of it and use it in multiple ways.
- Taste and watermelon's refreshing qualities are the main reasons watermelon is purchased.
- Availability and perceived value are the two main reasons consumers may not purchase watermelon.
- How to select and health benefits are the key points consumers would like to see displayed at retail.

71% of watermelon is purchased in the grocery store.

69% of shoppers say they feel good when they purchase foods that can be used in multiple recipes/meals.

8.2 out of 10 is what shoppers gave watermelon for health (10 being the healthiest).

82% of shoppers eat their watermelon raw, but 6% would have it in a recipe.

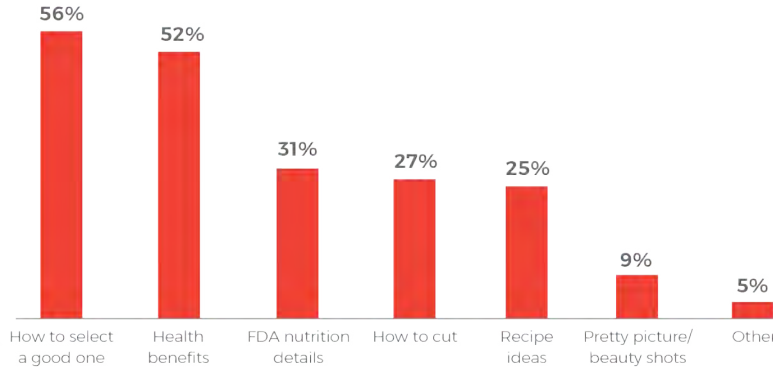
61% of shoppers say their children greatly or somewhat influence watermelon purchases.



This survey was conducted online within the United States by Aimpoint Research™ on behalf of the National Watermelon Promotion Board in September 2019 among 1,257 adults ages 18 or older that were primary shoppers in household.

Keep your shoppers in the know about watermelon—here's how!

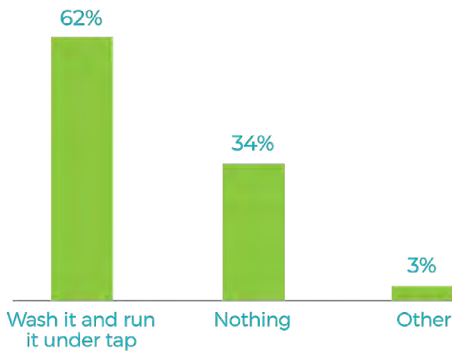
Which type of information would you prefer to see displayed with watermelon at a retail store?



Host a demo. Tasting is believing!

Make recipe cards available!

Do you know how to handle a watermelon before eating?



Display the Selection Poster with watermelon. It also includes safe handling tips!

Do you know how to pick a good watermelon?

77% **yes** 23% **no**

How to choose the best watermelon ...

Look it over
A firm watermelon free from bruises, cuts or dents is best.

Lift it up
It should be heavy for its size. Most of its weight is water!

Turn it over
Make sure it has a creamy, yellow spot on its underside. That's where it sat on the ground and ripened in the sun.

GEAR UP FOR GRILLING SEASON

Warmer weather means it's time to dust off those grills and get ready for some outdoor cooking and entertaining. With the change of weather comes a change in meal ideas and planning, and nice weather is always a reason to grill and enjoy the outdoors!

Customers will be looking to buy products they can put on the grill, and having the right items racked and ready in your departments is key to maximizing sales during the warmer months.

CONCENTRATE YOUR DISPLAYS ON:

FRUIT:

- Avocados
- Peaches
- Nectarines
- Pineapples
- Bananas
- Mangos

VEGGIES:

- Artichokes
- Asparagus
- Brussels Sprouts
- Portabella Mushrooms
- Corn
- Eggplant
- Cauliflower
- Peppers
- Tomatoes
- Sweet Onions
- Zucchini
- Potatoes

QUICK TIP!

Offer pre-made "Veggie Kabobs" in your departments for a cool, quick premade meal option for consumers to buy! Easy to make and an added value to the customer!

MEATLESS GRILLING:

Tofu's and Tofurkey products: Brats, Italian Sausages, Kielbasas, and Chicken are great grill items for the vegetarians!

Setting up grilling sections in your departments is a great way to build sales across the store.

There are so many tie-ins you can include with displays. Olive oil, pepper, balsamic vinegar, honey, hot sauce, brown and cinnamon sugar, lemons, limes, corn skewers, and of course, charcoal. The possibilities are endless! Create a one-stop shop for all your customers' grilling needs!





GRILLING PRODUCE

AVOCADOS

Just brush with oil and/or lime juice and throw on the grill. Grilling gives avocados a smoky flavor, and they just look awesome!

MANGOS

Slice lengthwise a little off-center, avoiding the seed. For a fun twist, try drizzling with lime juice, and add a little bit of salt, chile powder, and lime zest!

PINEAPPLES

They have a great flavor, especially when drizzled with honey or hot sauce!

PEACHES & NECTARINES

A perfect dessert that taste incredible with brown sugar or cinnamon! To prevent sticking, brush with butter or oil.

PEARS

A perfect dessert that taste incredible. Pair with a savory dish, like pork chops, or as a sweet treat, by simply adding vanilla ice cream.

BANANAS

Cut ripe, but firm bananas in half lengthwise and leave the peel on!

ONIONS

Try rubbing BBQ sauce, honey mustard, balsamic vinegar, or another dressing instead of butter or oil for a flavorful twist.

SWEET CORN

Sweet Corn can be grilled a couple of ways. Try grilling in the husk by placing it directly on top of the grill. The outside will be completely black, but the inside will be delicious and flavorful!

MUSHROOMS

Large Portabellas are ideal for grilling. Marinate with dressing. Grill 3-4 mins per side.



ASPARAGUS

To make grilling asparagus a little easier, skewer the asparagus to avoid spears falling through the grates.

PEPPERS

Grill whole peppers, or cut peppers lengthwise in half, and remove the seeds and stem.

EGGPLANT

Grill sliced eggplant and top with a bit of balsamic vinegar, some feta cheese, or a spoonful of pesto. The eggplant will be tender, but the edges will be crispy and charred.

SUMMER SQUASH

Slice squash lengthwise and brush with olive oil and fresh herbs!

STONE FRUIT SIZING GUIDE













Is stone fruit sizing hard to visualize?

Try comparing to a baseball!



A baseball is 2.9" in diameter



	2-layer Sizing	2-layer Euro Ct	Diameter	Volume Fill
	30/32	50/52	3-1/2"	30/32
	36	60	3-3/8"	36
	40/42	66/68	3-1/4"	40/42
	48/50	70/72	3"	48/50
	56	84	2-7/8"	56
	60	86	2-3/4"	60
	64	98	2-5/8"	64
	70		2-1/2"	70
	72		2-7/16"	72
	80		2-3/8"	80
	84		2-5/16"	84
	96		1-13/16"	96



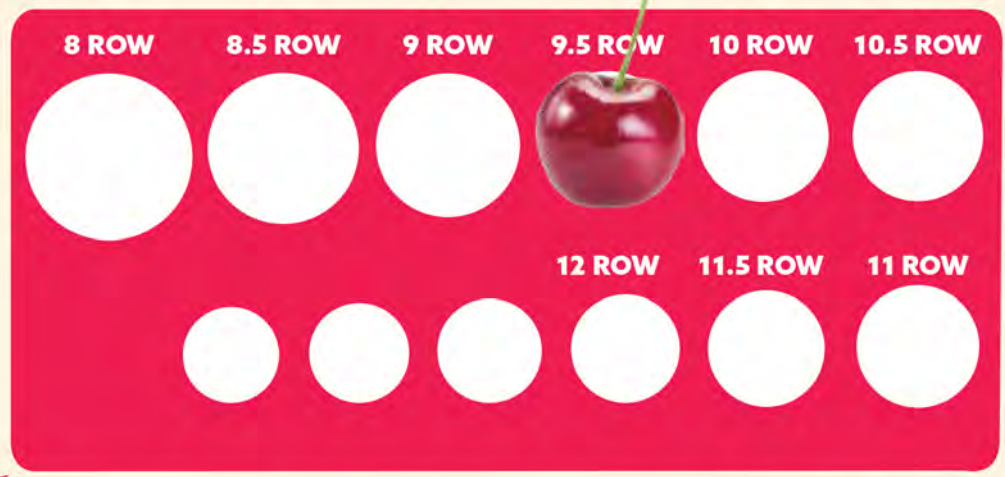
Cherry Sizing

What does the "row" count mean in Cherry descriptions?

Cherries from the Northwest used to be packed in small 4-5 lb wooden boxes for shipping, and the top layer would be packed into neat rows. The amount of cherries you could fit in a row across the top become the sizing scale.

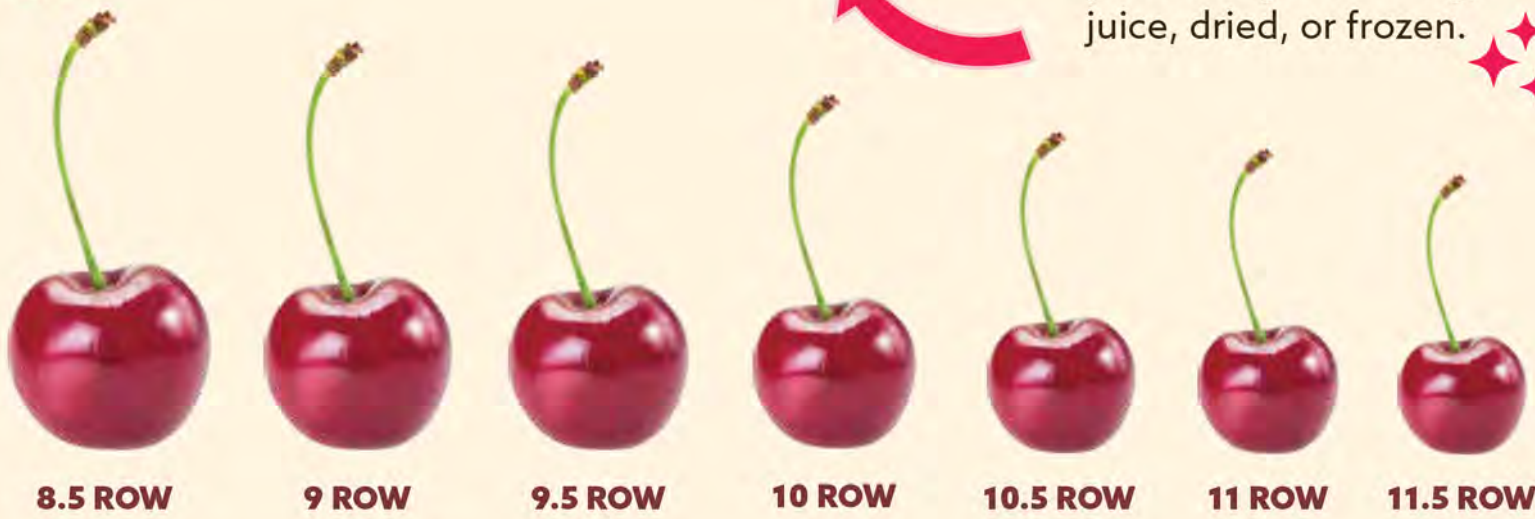


Even when the industry began shipping in 15lb, 18lb, and 20lb wood lug crates, and later cardboard boxes - the industry stuck with the "row" sizing scale instead of a millimeter diameter.



This is a cherry sizing tool, but most cherries are now sized electronically by rapid-image-scanners for sorting.

Large cherries (the lowest row count) command the highest prices. Small cherries, like 12 row and smaller, are often used for processing in canning, juice, dried, or frozen.





COMMON CHERRY VARIETIES

Our dark sweet and yellow cherries are recognized throughout the world for their sweetness, firmness and consistency in color. Here are some of the leading varieties we grow to provide cherries for your table from June clear through the summer.

CHELAN®

The Chelan variety is a leading early-ripening sweet cherry of the Pacific Northwest. They have a sweet, rich flavor and a firm texture. Chelans® have a unique round, heart-shape.

Available through June

TIETON™

Another early ripening cherry that is extraordinarily large in size, with excellent firmness and a mild sweet flavor. Tieton™ is a glossy mahogany-red cherry.

Available through June

SANTINA™

An early variety that is dark to almost black in color. It has a unique flattened heart shape with lustrous skin. Newer variety/Limited availability.

Available through June

EARLY ROBIN

Quite similar to Rainiers, Early Robins ripen several days earlier, giving customers the chance to enjoy a yellow fleshed cherry earlier in the season.

Available through June

BENTON

A mid-season, dark red cherry that closely resembles the Bing variety. This large cherry has excellent firmness with superior flavor. This cherry was developed at WSU Prosser Research Center. Newer variety/Limited availability.

Available mid June – mid July.

BING

The leading and best-known sweet cherry in North America. The Bing originated in Milwaukie, Oregon in 1847. They are firm, juicy, sweet and have a deep mahogany-red color.

Available mid June – mid August

LAPINS

A firm, large mahogany red cherry that has great flavor and good quality. It's a great backyard cherry because you can plant just one tree. This late season variety is known for it's large size

Available late June – mid August

RAINIER

A very attractive, exceptionally large yellow cherry with a red blush. Rainiers have a distinctive and vibrant appearance among sweet cherry varieties. Delicately sweet flavored, the flesh is pure yellow, very firm and finely textured.

Available mid June – end of July

SKEENA™

Large, sweet and extremely firm. Skeena™ continues to grow in popularity with consumers and growers. This dark red to almost black variety has a very firm texture. A great late-season variety.

Available early July – mid August

SWEETHEART™

A medium to large sized, heart-shaped cherry that is deep red in color. The Sweetheart™ has a mild, sweet flavor and outstanding firmness.

Available mid July – mid August

REGINA™

A popular dark red cherry that is fairly large in size. Reginas™ have a firm texture and sweet flavor that is driving demand for this variety.

Available late June – late July



Northwest Cherries



How to Increase Cherry Sales

- ✓ Display in a prime, high traffic location to increase impulse buys.
- ✓ Build secondary displays in the department and throughout the store.
- ✓ Actively promote "Cherries are Here" to drive impulse sales.
- ✓ Have recipes and usage tips available to show the versatility of cherries.
- ✓ Promote freezing cherries so your customers can enjoy cherries off-season.
- ✓ In-store sampling drives cherry sales, especially on Rainiers!
- ✓ Promote the health benefits of cherries in your promotions.



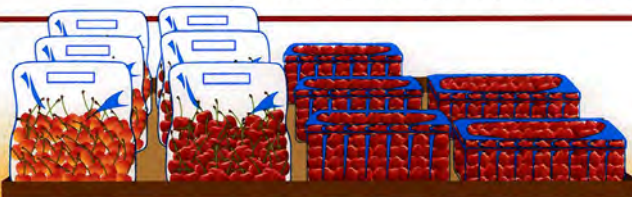
handle with care and reduce shrink

- Handle with care to avoid bruising.
 - Don't pile cherry bags on top of each other and don't stack clamshells more than 2-3 high. Mounded displays can cause bruising. Allow plenty of shelf space and build attention getting displays.
- Remove defective fruit frequently.
- Keep cherries cool. Refrigerated displays maintain the best fruit quality. Tip: Keep them cool as much as you can!
- Keep cherries dry. Cherries absorb water and will soften if sprinkled.
- Refrigerate your display supplies overnight. The cooler they are, the longer they'll last.
- Order adequate supplies to avoid out-of-stock situations.
- Train baggers to place cherries at the top of the grocery bag to prevent bruising. Satisfied customers will return to buy again and again!

Promote for profit

During the 10-12 week Northwest Cherry season, many retailers find cherries actually outsell other produce items that are available year-round. Maximize your season.

Northwest Cherries are a great impulse item. Make it easy for your customers to find and buy Northwest Cherries.



BAGS

- Convenient
- Excellent value
- Don't mound, a single layer works the best
- Maximize your profits by offering multiple packaging options
- Great for Rainier cherries

CLAMSHELLS

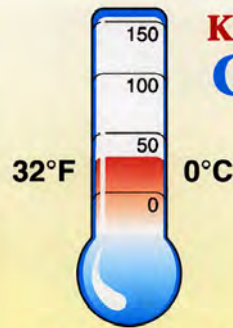
- Excellent storage and protection
- Promote in larger displays
- Don't stack more than 2-3 high
- Convenient
- Great for Rainier cherries
- Available in a variety of sizes

Keep cherries out of sunlight.

As temperatures warm, fruit becomes limp and stems quickly brown and shrivel.

Avoid sprinkling cherries with water.

Cherries will absorb water and soften. Water spreads decay.



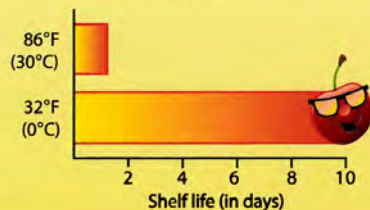
Keep cherries COOL.

The higher the temperature ...the shorter the life.

Cherries lose more quality in 1 hour at 68°F (20°C) than in 24 hours at 32°F (0°C).

- 32 Fahrenheit (0 Celsius)
- 90% - 95% humidity

Under these conditions, fresh cherries will keep for several days.



Secondary Displays Drive Sales!





With **86.5%** AVG Dollar Growth and **\$239 million** Y.O.Y. Absolute Dollar Growth, **cherries** led the fresh category



FRESH SEASON

1 in 4 shoppers made their first fresh cherry purchase in early June or before



HEALTH BENEFITS

78% of surveyed cherry buyers were influenced by the health benefits of cherries when they made their decision to purchase



FRESH SEASON

42% of cherry buyers bought at least some cherries online during the season and 1 in 10 shopped solely online for cherries

4 GREAT reasons to eat cherries

Cherries contain antioxidants
Antioxidants found in cherries may help to reduce the risk of cancer and heart disease

Good source of potassium
Cherries are a good source of potassium. Increasing evidence shows that a diet rich in potassium may help to control blood pressure and reduce the risk for hypertension and stroke

Promoting overall healthy sleep patterns
Cherries are a source of melatonin. Melatonin is an effective means for reducing jet lag and promoting overall healthy sleep patterns

Eating sweet cherries can have a beneficial effect
Beneficial effect on inflammation, arthritis, blood pressure, cancer, cardiovascular disease, diabetes, cognitive function, sleep and stress

"Results after consumption of Bing cherries are consistent with those reported with tart cherry juice in marathon runners."

nwcherries.com



Check out point of sale downloads at www.nwcherries.com/toolkit



Glow up with Fresh, Sweet Northwest Cherries

Summer is here, and everyone deserves a glow up to feel their best this season. Of course, looking good on the outside relies, in part, on what goes inside. One snack provides a powerful punch of glow-friendly nutrition in a convenient, compact and naturally delicious package: sweet Northwest cherries.

Sweet cherries are more than a treat; they are a powerhouse of goodness! Here are 5 ways they can help you maintain a healthy glow all summer long.

1 Healthier skin

Sweet Northwest cherries give skin a boost of nourishment, especially darker varieties, like Bing cherries, which are rich in antioxidants. Antioxidants help stabilize free radicals that can otherwise lead to oxidative stress that, in turn, may speed skin's aging. Sweet cherries are also packed with vitamin C, which plays a crucial role in collagen production for a healthy complexion.

2 Reduced stress

Sweet cherries are a natural source of serotonin, which studies have found to be an important factor in reducing stress and improving mood. The phenolics in cherries, which work as antioxidants, also appear to offer some protection against cell-damaging oxidative stress. Plus, adding sweet cherries to the weekly shopping list can alleviate another type of stress: finding a tasty and nutritious snack that will please the entire family.

3 Better sleep

In addition to being a natural, plant source of serotonin, sweet cherries have melatonin and tryptophan. In studies, these three compounds have been shown to help improve the quantity and quality of sleep, both of which are critical to giving the body — including the skin — ample time for repair and restoration. Consuming a serving of cherries about an hour before bedtime may aid in stabilizing and regulating sleep patterns.

4 Revived muscles

Sweet cherries contain anthocyanins, which give Bing cherries their deep red color and have anti-inflammatory properties. Such qualities have been shown to help muscles recover more quickly after exercise, making cherries an ideal accompaniment to a range of summertime activities.

5 Steady energy

The whole family can keep glowing with the high-fiber, low-glycemic-index benefits of sweet cherries. Sweet cherries boast a lower glycemic index than most other fruits, helping blood sugar stay level while spoiling taste buds all summer long. A cup of sweet cherries also delivers about 3 grams of fiber, making sweet cherries a perfect grab-and-go snack with staying power.

WE ARE ALL ABOUT

LOCAL

At Four Seasons Produce, we partner with many organic and conventional growers during the spring, summer, and fall growing seasons in PA, NY, NJ, VA, MD, & DE.

Local season kicks off with spring crop vegetables and in May. Early summer row crop vegetables ramp up in June, followed by summer crop sweet corn, cooking vegetables, tomatoes, peaches, melons, and more during July, August, and September.

Check Four Seasons' weekly Market News for more information on what local products are available each week.



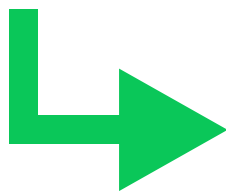


WANT MORE INFO ON OUR LOCAL GROWERS?

LOCAL GROWING REGIONS:
PA, NY, NJ, VA, MD, & DE



PRINTABLE GROWER PROFILES:
[FSPRODUCE.COM/LOCAL](https://fsproduce.com/local)



LADY MOON FARMS
Chambersburg, PA