

# Produce Merchandising Tips for the Holidays

**HANUKKAH BEGINS:** SUNDAY, DECEMBER 22    **CHRISTMAS DAY 2019:** WEDNESDAY, DECEMBER 25  
**NEW YEAR'S DAY 2020:** WEDNESDAY, JANUARY 1

The **Christmas** holiday is filled with ethnic, religious and cultural traditions that influence your customers' food choices. Understand the preferences of your shoppers? Know your customers and the cultural make-up of the neighborhoods near your store. This will aid you in creating merchandising and sales opportunities by catering to their individual needs through fresh produce variety, displays and special offerings, as well as inspiring meal or party ideas.

Use this checklist of suggestions and tips to help you plan so you can please your customers and set sales records in your produce department this **Holiday** season.

## 1. NUT & DRIED FRUIT DISPLAYS

Nut & Dried Fruit Displays should include: In-shell and Shelled Nuts, Raisins, Dates, Medjool Dates, Chestnuts, Dried Figs, String Figs, Nut trays and a variety of Pistachio packs. Ask your rep about the brands and programs we offer on organic and conventional.

Take a good look at your inventory on glazed fruit and holiday shipper displays around **December 13th - 15th** to make sure that you have it all out on the sales floor. Consider reducing the retail so you don't carry it over past the holiday. Turn your cash over and start out fresh next year.

## 2. FRUIT BASKETS & PARTY TRAYS

These are a **MUST** during the holidays for those hosting parties or going to gatherings! Utilize Four Season's fruit basket pre-order program to grow your incremental sales for the holidays. Use our selection of pre-made styles to complement your store-made baskets. Four Seasons will offer pre-made Fruit and Vegetable Trays available throughout the holiday period.

Check with your sales representative about delivery for the holidays. Our pre-made fruit and vegetable trays are convenient, gain extra impulsive sales and require no additional labor from your produce department. These will certainly boost your sales through the holiday period.

## 3. EASY-PEEL MANDARINS

Easy-peel Mandarins, for snacking and giving, continue to become more popular around the holidays. Offer Clementine and Satsuma Mandarins in gift boxes, 3lb bag Halos and Satsuma Mandarins, and even in loose displays by the pound.



## 4. CONVENIENCE PRODUCTS SAVE HOSTS TIME

Cored Pineapples, Cubed Butternut, Microwave Green Beans, Pomegranate Arils, cut vegetable bags, Vegetable Spiral Noodles and pre-ordered fresh cut fruits and vegetables will sell well all month, especially right before Christmas and New Year's Day. Are you prepared to have these incremental sellers in stock? Don't forget the Fresh Salsa!

## 5. DECEMBER HOLIDAYS ARE HISTORICALLY MORE FRUIT FOCUSED

It's more fruit focused than Thanksgiving, which has a bigger vegetable focus. Expand fruit variety with Coconuts, Kiwifruit, Persimmons, Pomegranates, Mangos, Papayas, Melons, varietal Pears, all fresh Berries, Pineapples, Clementines, Satsuma Mandarins, Pummelos, and other fresh Citrus. Now will be a good time to try some of our Organic Buck specialty citrus varieties.



## 6. HERBS & STUFFING INGREDIENTS

Herb & Stuffing ingredients sell well but not as much as a Thanksgiving, as more different meats are cooked for the holiday feast. Pay attention to parsley, rosemary, thyme, sage, poultry blend, celery, and celery hearts.

## 7. HIGHLIGHT GREAT HOLIDAY MOVERS

Green Beans, Broccoli, Cauliflower, Brussels Sprouts (both loose and on the stalk to create excitement in your veg displays), Asparagus, Fresh Cranberries, Green Cabbage, Cole Slaw Mixes, Yukon or Red Potatoes and Pearl and Boiler onions are popular holiday dinner side dishes.



## 8. TRADITIONAL HANUKKAH INGREDIENTS

Honey, Sweet Potatoes (Yams), Soup Mix (root vegetables), Walnuts, Raisins, Onions, Parsnips, Apples, Oranges, Tangerines, Potatoes for Latkes, Falafel, Donuts, Chocolate Candy (Gelt) (**December 22 - 30**)



## 9. CATER TO THE DIY VEGGIE TRAY MAKERS

**Specifically with:** Celery & Carrot Sticks, Baby Carrots, Broccoli Crowns, Cauliflower Florets, all Colored Peppers – Red, Yellow & Orange, Radishes, Broccoli, Cauliflower, Celery, sliced and whole White Mushrooms, Grape & Cherry Tomatoes, Scallions, Cucumbers, Green & Yellow Squash, Avocados, and Asparagus. Dips or dressings like Marzetti's or Marie's are big sellers.

## 10. ETHNIC SPECIALTIES

**Mediterranean:** Anise, Artichokes, Broccoli Rabe, Savoy Cabbage, Escarole, Endive, Long Hot Peppers, Red Peppers, Green & White Asparagus

**Eastern European:** fresh Dill, Parsley Root, Horseradish Red Cabbage, Celery Root, Beets, Leeks

**Latin:** Cilantro, Tomatillo, Batata, Yuca, Eddoes, Yautia, Plantains, Calabaza, Avocados, Chayote, Meridol Papaya, Butternut and Acorn Squash, varietal Eggplant

**Southern Cooking:** Collards (in short supply this year!), Kale, Black-eyed Peas, Sweet Potatoes



## 11. ORDER & DISPLAY PLANNING TIPS

- Key Christmas Displays should be in place by **December 19<sup>th</sup>** to maximize sales and profits and to keep your labor force as efficient as possible.
- Bring in your tonnage and items on your deliveries **December 18<sup>th</sup>-20<sup>th</sup>**.
- Stay Ahead on your “hard goods” like potatoes, onions and dips. Your shrink risk is minimal, but if you are out of product and waiting for deliveries you are going to miss sales and disappoint customers.
- Keep bananas with good yellow color on display – these are great in fruit salads! Stay ahead with color.
- Beginning on the Wednesday prior to Christmas, every day will be busy and you'll want to capture as many sales as you can.

## 12. SMART LABOR PLANNING

- Develop an off-hour or evening fill schedule for your “hard goods” like salad dressings & dips, salsa, guacamole, humus, and croutons, juices and jarred fruits, dried fruits, fruit mixes, snacks, in-shell and shelled nuts, potatoes and onions
- Daytime labor should be focused on fruit, vegetable, salad displays and engaging your customers.
- We expect many customers to come in with very large orders on **12/20, 12/21, and 12/23** deliveries. You don't want to be waiting on items those days that could have been brought in earlier.

## FOUR SEASONS PRODUCE CHRISTMAS & NEW YEARS SCHEDULE

**TUESDAY 12/24 (CHRISTMAS EVE):** Office closing at noon, normal delivery schedule.

**WEDNESDAY 12/25:** Merry Christmas! Office closed, no deliveries.

**THURSDAY 12/26:** Normal office and delivery schedule.

**TUESDAY 12/31 (NEW YEAR'S EVE):** Office closing at noon, normal delivery schedule.

**WEDNESDAY 1/1:** Happy New Year! Office closed, no deliveries.

**THURSDAY 1/2:** Normal office and delivery schedule.

*\*For clarification or special requests on this schedule, please contact your sales rep or merchandiser.*

*Have a safe and enjoyable holiday season!*