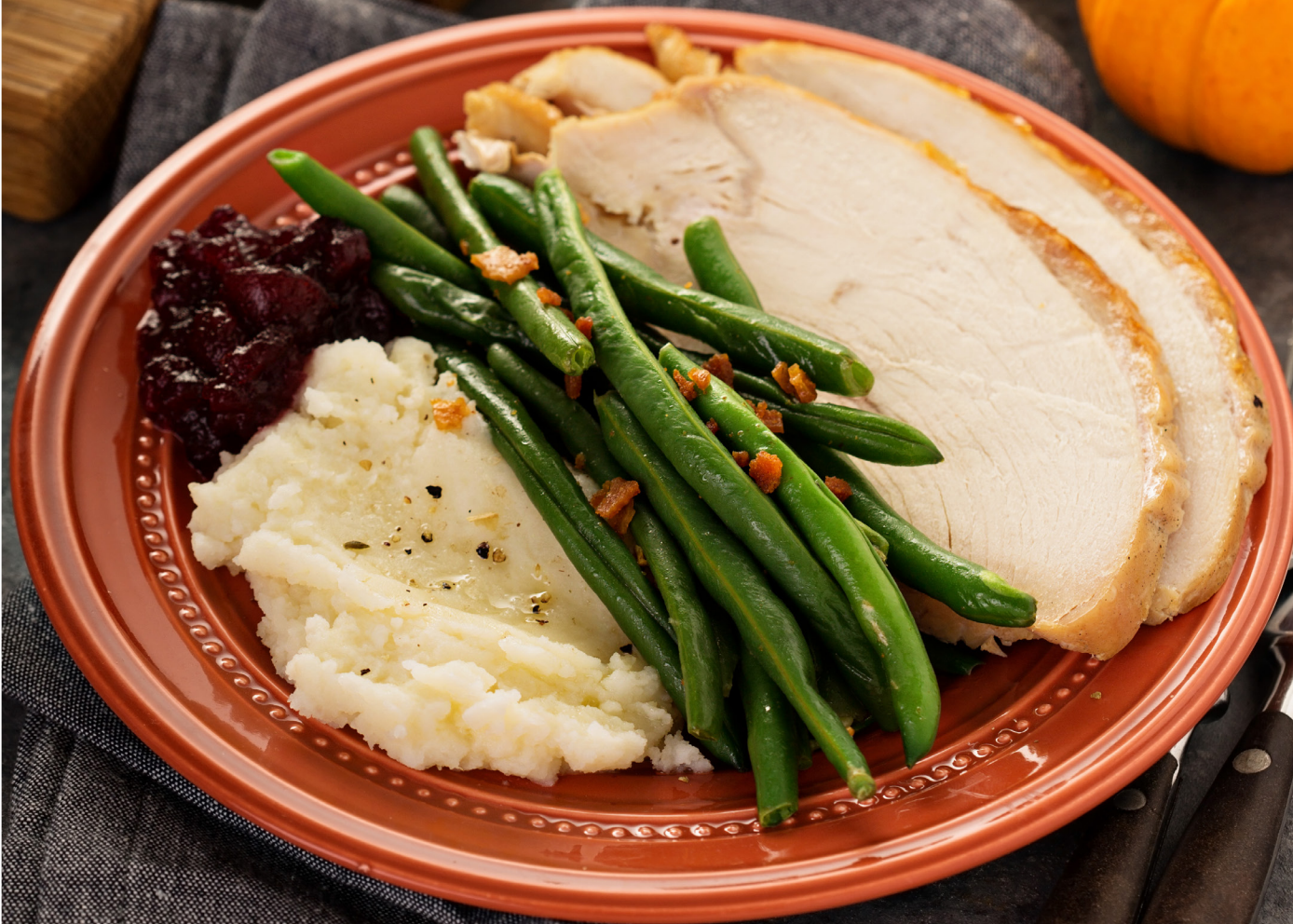


Q4 Edition



FOUR SEASONAL

OCTOBER/NOVEMBER/DECEMBER 2024



PRODUCE MERCHANDISING TIPS & IDEAS
FOR INDEPENDENT RETAILERS

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4TH QUARTER 2024 CONTESTS & PROMOTIONS

OCTOBER



Fair Trade
Month



Breast Cancer
Awareness Month



Coop Month

NOVEMBER



Thanksgiving Displays

DECEMBER



NY State Apple
Association BIG APPLE
Display Bins & Contest



Broccoli Tree
Displays



Christmas
Displays



Noble Autumn
Honey Tangerines
Season

OCTOBER

FEATURED ITEMS

- Eastern/Local Apples
- Organic Apples
- Premium Grapes
- Pears
- Broccoli
- Pumpkins & Ornaments

BEST OF SEASON

- Premium Red & Green Grapes
- Honeycrisp Apples
- Gala Apples
- McIntosh Apples
- Apple Cider
- Asian Pears
- Bosc Pears
- Happi Pears
- Cranberries
- Color Potatoes
- Baby & Fingerling Potatoes
- Pomegranates
- Persimmons
- Stem Broccoli (local)
- Cauliflower (all colors)
- Romanesco
- Fennel
- Broccoli Rabe
- Brussels Sprouts
- Butternut & Honeynut Squash
- Delicata Squash
- Acorn & Spaghetti Squash
- Rambutan

PREMIUM APPLES

- Snap Dragon
- Sweetango
- Sugar Bee
- Opal
- Lucy Glo & Lucy Rose (red flesh)

Scan for
more info



	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
WEEK 40	APPLE & CIDER FEST / PUMPKINS & FALL ORNAMENTS / HARD SQUASH / GRAPE SEASON						
	29	30	1	2 Rosh Hashana Begins at Sundown	3	4 Rosh Hashana Ends at Sundown	5
WEEK 41	APPLE & CIDER FEST / PUMPKINS & FALL ORNAMENTS / HARD SQUASH / GRAPE SEASON						
	6	7	8	9	10	11 Yom Kippur Begins at Sundown	12 Yom Kippur Ends at Sundown
WEEK 42	APPLE & CIDER FEST / PUMPKINS & FALL ORNAMENTS / GRAPE SEASON						
	13	14 Columbus Day / Indigenous Peoples' Day	15	16	17 IFPA Show	18 IFPA Show	19 IFPA Show
WEEK 43	APPLE & CIDER FEST / FALL COOKING / GRAPE SEASON / HALLOWEEN						
	20	21	22	23	24	25	26
WEEK 44	APPLE & CIDER FEST / FALL COOKING / GRAPE SEASON / HALLOWEEN						
	27	28	29	30	31 Halloween	1	2

EASTERN APPLE SEASON



Content courtesy

Hess Brother's
Fruit Company
LANCASTER, PENNSYLVANIA

● EATING ● BAKING ● SAUCES ● SALADS ● FREEZING



Evercrisp®



A yummy apple that holds a powerful crunch – combining the best features of MAIA-1's parent varieties, Honeycrisp and Fuji. The durable apple arrives late in the season and stores strongly – it maintains sweetness and firmness like no other.



Fuji



Japanese apple with American parents: Red Delicious and Ralls Janet. The Fuji apple dates back to Thomas Jefferson in 1793. A very sweet apple, the Fuji is good for applesauce as it needs little or no sugar.



Gala



Developed in New Zealand, the Gala is another kids' favorite. With a mild flavor and striking bright yellow-red color with a creamy yellow flesh, the apple is a great choice for snacking and salads.



Honeycrisp



These super crispy, sweet-tart flavored apples are a big hit since their introduction in 1991. They continue to gain popularity as a great apple for fresh eating, salads and pies.



Pink Lady



A natural cross between the Golden Delicious and Lady Williams varieties, the Pink Lady originated in Western Australia in the 1990's. The flavor of this popular apple is both sweet and tangy with a refreshing, crispy crunch! When



Ruby Frost®

Ruby Frost has the balance of sweet and tart flavors, making it perfect for eating, for baking and as a special ingredient in recipes.



SnapDragon®

A new New York apple characterized by "monster crunch." One of its parents is the Honeycrisp, and you'll love the spicy/sweet flavor. Extra sweet, and juicy with a crispy texture.



WildTwist™

WildTwist™ are an exciting new apple variety from Hess Brothers Fruit Company. Its parents are the popular Honeycrisp and Cripps Pink. WildTwist™ are very crunchy with a balanced sweet and tart profile. They are locally grown in family owned orchards. Perfect for snacking, salads and baking.



EASTERN APPLE SEASON

● EATING ● BAKING ● SAUCES ● SALADS ● FREEZING

LEGACY APPLES



Cortland



Great all-purpose apple ideal for fruit cups and fruit platters due to the fact that it resists browning when cut.



Crispin



Previously known as the Mutsu apple to reflect its Japanese heritage, it was renamed Crispin in the 1960's. Crispins are super crisp and ideal for cutting thick slices or roasting whole.



Empire



A cross between Red Delicious and McIntosh. The Empire apple has a deep red coloring and creamy, white flesh. The apple's sweet-tart flavor and extra crunchy texture make it a hit with kids!



Ginger Gold



Available early in the season, the Ginger Gold is a great choice for eating and snacking as well as an excellent choice for salads as it is slow to turn brown when cut.



Golden Delicious



Sometimes mistaken as a relative of the Red Delicious apple, Golden Delicious apples only share in the name. With a honey-sweet flavor and juicy yellow flesh,



Granny Smith



The Granny Smith variety is one of the biggest sellers and boasts amazing eye appeal (sun-kissed pink blush on a green background), long shelf life, and



Jonagold



An excellent apple for baked goods, the Jonagold variety is a cross between mellow Golden Delicious and tart Jonathan. Jonagolds make great fried apples when sautéed in butter and a touch of cinnamon – no sugar needed!



Macoun



This apple was named after a famous Canadian fruit breeder in 1932. The Macoun is very aromatic and extra sweet. This tender apple with snowy white flesh is a great accompaniment with cheese on a platter.



Paula Red



A very tart apple that is available early in the season. This juicy variety with white flesh is great for eating and applesauce and needs little or no sugar.



Red Delicious



A popular apple with a mildly sweet, slightly tart flavor. Red Delicious apples have a deep, red color and remain attractive for a long time so they are the favored choice for holiday centerpieces, wreaths and decorating. Red Delicious apples are a great choice for snacking and salads.



Rome



Often the accompaniment on your dinner plate, Rome apples are an ideal variety for cooking as they retain their shape and tart flavor. This apple is an antique – dating back to 1816 and originating in Ohio. The mildly tart, firm apple with greenish white flesh is excellent for apple sauce and baking, especially when combined with other, sweeter apple varieties.



OH, SNAP! YOUR FAVORITE APPLE IS BACK.



LEGENDARY FLAVOR.

Spicy-sweet. A hint of vanilla. Get ready to send your taste buds on an epic quest.

ADVENTURE IS CALLING.

SnapDragon's monster crunch will leave you feeling satisfied and energized...ready to seize the day. It's ideal as a snacking apple or sliced in salads, and pairs beautifully with light cheeses, peanut butter and so much more. |

SWEET WITH A SNAP.

When you want a healthy, satiating snack, pick a SnapDragon apple, which contains no fat, sodium or cholesterol and is an excellent source of fiber. And thanks to the energizing rush of natural sugars, a SnapDragon is a healthy alternative to that second cup of coffee.

FOUR SEASONS PRODUCE SNAP DRAGON CODES

CODE: 229768
CV Apples Snap Dragon 72/88ct 40 lb

CODE: 5118
CV Apples Snap Dragon 27 lb

CODE: 5119
CV Apples Snap Dragon 12/2 lb

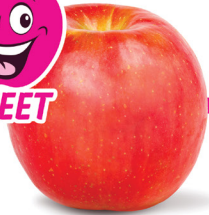
CODE: 32249
POS Snap Dragon Display Bin 1 ct



APPLES



From sweet to tart + everything in-between,
there's an apple grown just for you.



FUJI

FLAVOR: Ultra-sweet bite that makes you think of freshly pressed apple juice

PARENTS: Red Delicious & Virginia Ralls Janet

USAGE: Snacking, Juicing, Freezing



GALA

FLAVOR: Simply sweet with a floral aroma and hints of vanilla

PARENTS: Golden Delicious & Kidd's Orange Red

USAGE: Snacking, Salads, Juicing, Freezing

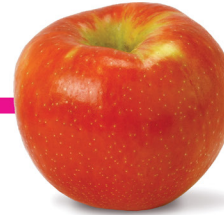


AMBROSIA

FLAVOR: Very sweet with little acidity and floral notes

PARENTS: Unknown, but thought to be Golden Delicious & Starking Delicious

USAGE: Snacking, Salads, Cooking



HONEYCRISP

FLAVOR: Extremely juicy and crisp with a refreshing honey-like sweetness

PARENTS: Keepsake and MN 1627 (an unreleased variety)

USAGE: Snacking, Salads, Pairing with Cheese



RED DELICIOUS

FLAVOR: Classic and mildly sweet flavor with just a few notes of acidity

PARENTS: Unknown, it was a chance seedling!

USAGE: Snacking, Juicing



OPAL®

FLAVOR: Distinctively crunchy texture, floral aroma, and sweet, tangy flavor

PARENTS: Unknown, but rumored to be Golden Reinette and Grimes Golden

USAGE: Snacking, Salads, Cooking, Baking, Juicing



JONAGOLD

FLAVOR: Honey-like with just enough tang

PARENTS: Golden Delicious & Jonathan

USAGE: Snacking, Baking, Cooking

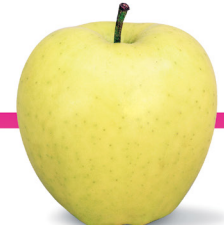


COSMIC CRISP®

FLAVOR: The dream apple with ample sweetness and perfect texture balance

PARENTS: Honeycrisp & Enterprise

USAGE: Snacking, Baking, Entertaining



GOLDEN DELICIOUS

FLAVOR: Sweet with a simple flavor and smooth flesh

PARENTS: Unknown, but rumored to be Golden Reinette and Grimes Golden

USAGE: Snacking, Baking, Cooking



SNAPDRAGON®

FLAVOR: Extra sweet with hints of vanilla and spice

PARENTS: Honeycrisp & an unnamed apple

USAGE: Snacking, Salads, Cooking



PIÑATA®

FLAVOR: Crisp and juicy with classic apple flavors and a tropical twist

PARENTS: Golden Delicious, Cox's Orange Pippin & Duchess of Oldenburg

USAGE: Snacking, Baking, Cooking



ENVY®

FLAVOR: Refreshingly sweet with an extraordinary crunch

PARENTS: Braeburn & Royal Gala

USAGE: Snacking, Salads, Baking, Cooking

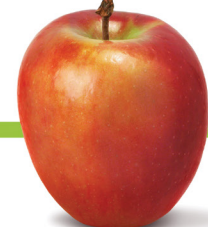


SWEETANGO®

FLAVOR: Sweet with a lively touch of citrus, honey and spice

PARENTS: Honeycrisp & Zestar™

USAGE: Snacking, Salads, Pairing with Cheese



BRAEBURN

FLAVOR: Tart and sweet with hints of nutmeg and cinnamon

PARENTS: Unknown, but believed to be Lady Hamilton & Granny Smith

USAGE: Snacking, Baking, Cooking



JAZZ®

FLAVOR: Tart and sweet for a refreshing taste sensation

PARENTS: Royal Gala & Braeburn

USAGE: Snacking, Baking, Cooking



GRANNY SMITH

FLAVOR: Pucker-inducing tartness with loads of juice

PARENTS: Unknown, but believed to be Rome Beauty and French Crab apples

USAGE: Snacking, Salads, Baking, Cooking, Freezing



MCINTOSH

FLAVOR: More tangy than sweet with a spicy aroma

PARENTS: Unknown, but thought to be Snow Apple, Fall St. Lawrence & Alexander

USAGE: Snacking, Sauces, Cider, Juicing, Cooking



EMPIRE

FLAVOR: Tart and sweet with a hint of melon

PARENTS: Red Delicious & McIntosh

USAGE: Snacking, Salads, Sauces, Baking, Freezing



PINK LADY®

FLAVOR: Zippy sweet and tart flavor with an effervescent finish

PARENTS: Golden Delicious & Lady Williams

USAGE: Snacking, Salads, Baking, Cooking, Freezing



RAVE®

FLAVOR: Outrageously juicy with a refreshing snappy zing

PARENTS: Honeycrisp and MonArk

USAGE: Snacking, Salads, Pairing with Cheese



APPLE SEASON PARTNERS

SOME OF OUR EASTERN PARTNERS

Hess Brother's
FRUIT COMPANY
LANCASTER, PENNSYLVANIA

FOR MORE INFO:
hessbros.com



EST. 1800 1963

HUDSON RIVER
FRUIT
DISTRIBUTORS

FOR MORE INFO:
hudsonriverfruit.com



FOR MORE INFO:
freconfarms.com



SOME OF OUR WESTERN PARTNERS



FOR MORE INFO:
stemilt.com



FOR MORE INFO:
chelanfresh.com



APPLE CIDER SEASON



AVAILABILITY	CODE	DESCRIPTION	PK/SZ	UPC
Available Now	6226	CV Cider Apple	9-1/2 gal Zeigler's	034256000644
Available Now	6247	CV Cider Apple	4/1 gal Zeigler's	034256001283
Available Now	226005	CV Cider Cinnamon Spice	9-1/2 gal Zeigler's Shelf Stable	034256250643
Available Now	226006	CV Cider Carmel Apple	9-1/2 gal Zeigler's Shelf Stable	034256270641
Available Sept Only	226007	CV Cider Apple Gala Blend	9-1/2 gal Zeigler's Shelf Stable	034256010643
Available Oct-Dec	225997	CV Cider Apple Honeycrisp Blend	9-1/2 gal Zeigler's Shelf Stable	034256040540
Pre-order for 9/23	222020	CV Cider Autumn Harvest	4/1 gal Zeigler's Shelf Stable	034256251282
Pre-order for 9/23	222021	CV Cider Autumn Harvest	9-1/2 gal Zeigler's Shelf Stable	003425625064



AVAILABILITY	CODE	DESCRIPTION	PK/SZ	UPC
Available Now	6165	CV Cider Apple	4/1 gal Country Acres	831134000105
Available Now	6167	CV Cider Apple	9-1/2 gal Country Acres	831134000785
Available Sept	222097	CV Cider Apple	12/16 oz Country Acres	831134000532
Available End of Sept	226659	OG Cider Apple	9-1/5 gal Country Acres	831134000518



AVAILABILITY	CODE	DESCRIPTION	PK/SZ	UPC
Available now	46007	OG Cider Apple	9/52 oz Mayer Bros	022198004059

PRODUCT SPOTLIGHT: ANDY BOY BROCCOLI RABE



BOOSTS IMMUNE SYSTEM

Get over 50% of your daily value of vitamins A & C in 3.5 oz



IMPROVES DIGESTION

Contains 2 grams of fiber (insoluble & soluble) per cup



PROTECTS YOUR EYESIGHT

Contains lutein, an antioxidant that protects the retinas in your eyes from damaging free radicals



SUPPORTS HEART HEALTH

Contains strong anti-inflammatory nutrients, such as folate and vitamin C



STRENGTHENS BONES

½ cup has over 100% of your daily recommended intake of vitamin K



DETOXES

Contains sulfur which helps detoxify the liver



— make it a —
Flavor Adventure

ALL IN ALL

Vitamins A, B, C, K, calcium, iron, magnesium, potassium, zinc and even some omega-3 fatty acids



Loaded with nutrition and packing a super sharp, robust, flavor, Broccoli Rabe is quickly becoming an increasingly popular addition to customers' shopping carts. With a myriad of different and versatile uses, consumers are seeing the benefits of its "super green" status.

From being a simple side dish, to additions to pasta and toppings on pizza, right through to part of a delicious Italian sandwich, Broccoli Rabe should be a staple in your departments! Be sure to offer this great looking, popular vegetable in your wet sections.

Broccoli Rabe displays well upright on racks, stacked sideways using the side by side method of stacking, or even heads in/heads out merchandising. Trimming the ends before displaying adds a clean look and uniform size. Create a satellite display for a Broccoli Rabe promo. Be sure to ice often.

Broccoli Rabe is often promoted during mid-October and beyond, so talk with your Four Seasons merchandiser or sales rep for display suggestions and promotions.

For some awesome recipe ideas to print for POS, and for cooking techniques, check out www.andyboy.com!

GUIDE TO HARD SQUASH



ACORN/GOLDEN ACORN

- Small and round like an acorn
- Sweet, slightly nutty vegetable flavored flesh
- Versatile in cooking, roasting
- Packed with fiber



GOLDEN NUGGET

- Looks like a small pumpkin
- Sweet, orange flesh



BLUE/GOLDEN HUBBARD

- Small and round like an acorn
- Sweet, slightly nutty vegetable flavored flesh
- Versatile in cooking, roasting
- Packed with fiber



HONEYNUT

- Like a mini-sized butternut
- Flesh is much sweeter and has more squash flavor than butternut



BUTTERCUP & KABOCHA

- Green skin
- Sweet & creamy orange flesh
- Kabocha aka "Japanese Pumpkin"



RED KURI

- Japanese variety
- Orange exterior, yellow flesh
- Nutty & sweet



BUTTERNUT

- Most popular hard squash variety
- Orange flesh
- Versatile in cooking, roasting
- Ideal blended for soup



SPAGHETTI

- Mild & sweet flavor
- Flesh comes out like pasta strands when cooked - hence the name



CARNIVAL

- Pale, orange flesh
- Relative of Acorn & Sweet Dumpling



SWEET DUMPLING

- Mildly sweet
- Tender, orange flesh



DELICATA

- Yellow flesh
- Tastes like a sweet potato
- Edible shell - no peeling needed!



TURBAN

- Gets its name from its unique shape
- Use as decoration, soup bowl, or a floral arrangement

FEATURED ITEMS

- Green Beans & Asparagus
- Sweet Potatoes
- Potatoes (all colors & Russet)
- Apples & Pears
- Mandarins

BEST OF SEASON

- Persimmons
- Pomegranates & Arils
- Cranberries
- Medjool Dates
- Chestnuts
- Nuts for Snacking & Baking
- Honeycrisp, Fuji, Granny Smith, & Pink Lady Apples
- Anjou, Bartlett, & Bosc Pears
- Comice Pears
- Sweet Potatoes
- Stokes Purple Sweet Potatoes
- Brussels Sprouts & Stalks
- Cauliflower
- Rutabagas, Parsnips, Turnips
- Fennel
- White & Crimini Mushrooms
- Russet & White Potatoes
- Blueberries (Peru & Mexico)
- Navel Oranges (*begin*)
- Satsuma Mandarins (*begin*)
- Clementine Mandarins (*begin*)
- Florida Pummelos

PREMIUM APPLES

- Sugar Bee
- Rockit
- Opal
- Lucy Glo & Rose
- Snap Dragon
- Sweetango
- Envy
- Evercrisp

Scan for more info



NOVEMBER



SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

APPLE & CIDER FEST / FALL COOKING / GRAPE SEASON

WEEK 44	27	28	29	30	31	1	2
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FALL FRUIT (POMEGRANATES, PERSIMMONS, NUTS) / PEAR SEASON / FALL COOKING

WEEK 45	3	4	5	6	7	8	9
	Daylight Saving Time Ends		Election Day				

THANKSGIVING / HOLIDAY BAKING / FALL FRUIT

WEEK 46	10	11	12	13	14	15	16
		Veterans Day					

THANKSGIVING / HOLIDAY BAKING

WEEK 47	17	18	19	20	21	22	23
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THANKSGIVING / MANDARIN SEASON / HOLIDAY BAKING

WEEK 48	24	25	26	27	28	29	30
					Thanksgiving Day	Black Friday	Small Business Saturday

THANKSGIVING MERCHANDISING

THANKSGIVING IS NOVEMBER 28, 2024

TRADITIONAL "MUST-HAVES" CHECKLIST

VEGETABLES

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

FRUIT

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

HARD GOODS

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

BAKING

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

DECORATIVE

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

VALUE ADDED

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

HELPFUL INFO FOR THIS THANKSGIVING

NUT AND BAKING DISPLAYS

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

WHAT TO INCLUDE:

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



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

CONVENIENCE AND RECIPE-READY PRODUCTS

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

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





BUILD A BIG SWEET POTATO DISPLAY TO CAPTURE BIG SALES!

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

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

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

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

POTATOES & ONIONS – THE STAPLES MATTER

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

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



CLASSIC THANKSGIVING INGREDIENTS FOR HOLIDAY SIDE DISHES DRIVE SALES.

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

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

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

BE READY WITH FRESH HERBS!

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

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



PAY ATTENTION TO STUFFING AND FILLING INGREDIENTS.

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

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



GREENS SELL!

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

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

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

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

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

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

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



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

ORDERING TIPS

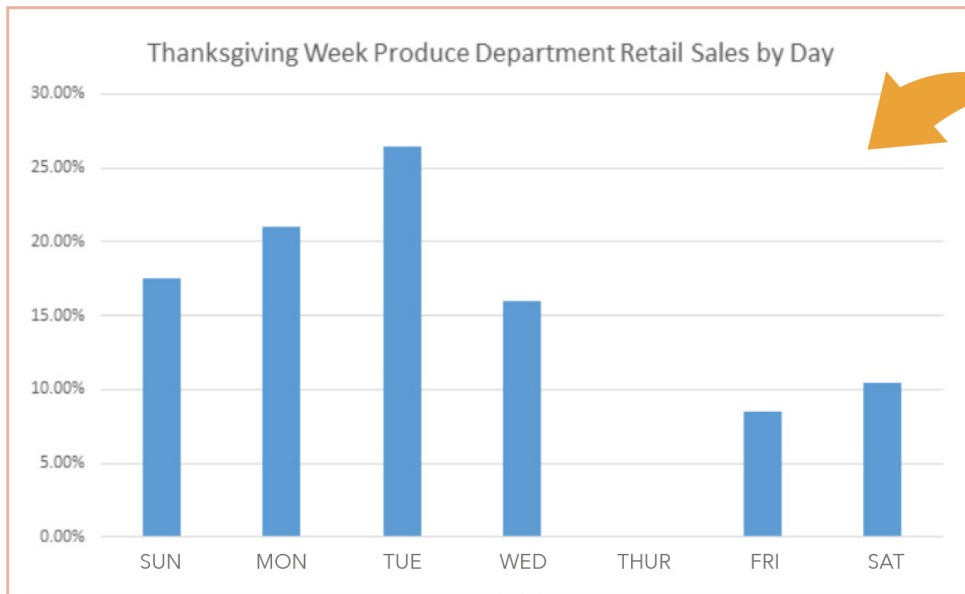
TIP #1: Being a last minute orderer can burn you. PRE-BOOKS on key holiday items are strongly encouraged. You can always back off on your orders following the holiday, but you cannot sell what you don't have in your store. If you have a scheduled delivery for WED 11/27, that should be for last minute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

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

LABOR TIPS

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

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



PRO TIP:

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

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

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

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

2024 THANKSGIVING HOLIDAY DELIVERY SCHEDULE

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

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

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

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



PRODUCT SPOTLIGHT: POMEGRANATES

Pomegranates are a perennial fall favorite! The original “super fruit”, they are packed with a ton of nutritional value, and are widely used in many juices, on salads and in desserts. A very hardy fruit in general, they have great shelf life, display nicely and add a nice blast of color on any fruit counter!

TIPS ON MERCHANDISING POMEGRANATES:

- Merchandise pomegranates in your **tropical sections**
- **Build larger secondary displays** for mass appeal.
- **Utilize dummied up bins and waterfalls** to create a large impressive look.
- **Offer educational info or recipe suggestions** on your displays.
- **Try out multiple pricing on pomegranates** for the best results.
- Be sure to have **nice, clean signage**.
- **Offer samples** in small cups for impulse sales



Along with fresh pomegranates, Pomegranate Arils have become a very popular item for consumer convenience. Carrying these as well as the fresh pomegranates maximize your category potential. Merchandise in grab and go cases, with your berry sets and use as a tie in with your value added salad sections.

For additional tips on merchandising pomegranates, contact your Four Seasons merchandiser!

POMEGRANATE FUN FACTS:

- Pomegranates originated in the Middle East
- In the right growing conditions, pomegranate trees can live up to 200 years
- The word pomegranate means “apple with many seeds”
- Pomegranates are members of the berry family.
- The edible seeds of pomegranates are call arils.



HOW TO CUT A POMEGRANATE

- AQUA METHOD -

YOU GOT THIS!



WHAT YOU'LL NEED

- Pomegranates
- Bowl of water
- Colander
- Knife



STEP 1

Slice the crown off the top.



STEP 2

Score the skin, making cuts from top to bottom along the membrane seams.



STEP 3

Open the pomegranate while submerged in a bowl of water to prevent juice splatter.



STEP 4

Pull the arils from membranes under water.



STEP 5

By pulling the arils under water, it will prevent juice splatter.



STEP 6

The arils sink and the membranes float. Skim the membranes out before straining.



STEP 7

Strain the arils.



STEP 8

Enjoy!



PRIME TIME POTATOES

Potatoes aren't the most glorious product to merchandise, nor are they the most colorful commodity grouping in your department... But they are one of the **key categories** you will have in your produce department to drive sales, margin, and tonnage, especially during November and December.

Potatoes are a **HUGE** Thanksgiving holiday focus and having your displays full and ready at all times is instrumental in having potato success.



One of the easiest ways to maximize your potato category sales is to make sure you are offering plenty of potato varieties and packs to choose from to meet the unique needs of each buyer that is shopping your store:

- **"Staples"** - Russet, Red, Gold, and White Potatoes
- **"Convenience"** - Microwave packs & oven ready packs
- **"Small Potatoes"** - Baby and Fingerling varieties
- **"Specialty"** - Purple and proprietary varieties



For the holidays, 5lb, and even 10lb bags, sell well. For everyday at-home cooking during the fall, 1.5lb and 3lb bags are starting to dominate the category, along with high-quality loose.

With loose Russets, some stores like to carry both a large and a small size to offer their customers. With loose color potatoes, these can be merchandised in mass bulk displays, sold in store-packed totes, or green tills.

SOME OF OUR PARTNER BRANDS FOR POTATOES & SWEET POTATOES



FOR MORE INFO:
tastefulselections.com



FOR MORE INFO:
littlepotatoes.com



FOR MORE INFO:
greengiantfresh.com



Steam It!
honey drops

FOR MORE INFO:
nwfarms.net



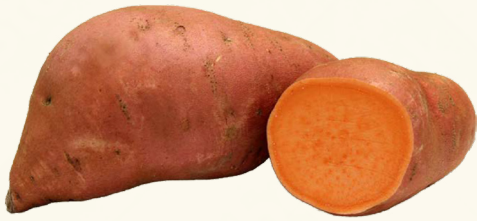
FOR MORE INFO:
athomasproduce.com



FOR MORE INFO:
melissas.com

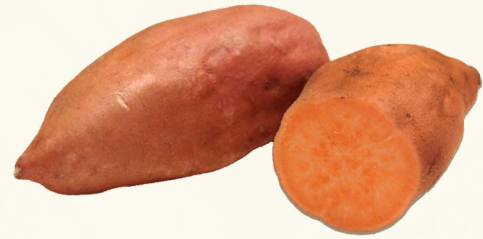


GUIDE TO SWEET POTATOES



RED/GARNET

SKIN: Reddish-purple
FLESH: Vivid orange, moist texture, sweet flavor
USES: All purpose, ever-popular variety



ORANGE/JEWEL

SKIN: Orange-red
FLESH: Deep orange, moist
USES: Ideal for boiling, whipping, roasting, casseroles, fries & baking



PURPLE STOKES

SKIN/FLESH: Purple skin, deep purple flesh that's slightly more waxy and drier than orange flesh varieties
CHARACTERISTICS: Rich with antioxidants and phyto-nutrients
FLAVOR: A rich balance of sweet flavor and yam-like earthiness, a longer baking time is required to bring out the best flavor



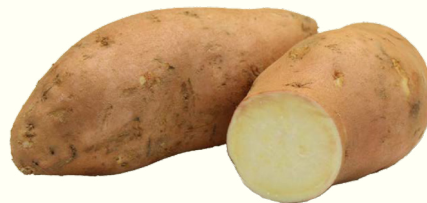
COVINGTON/BEAUREGARD

Primarily grown in NC, LA, and MS
SKIN: Red-tan
FLESH: Orange, moist
USES: All-purpose



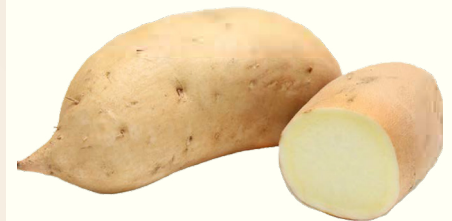
JAPANESE SWEET

SKIN/FLESH: Purple skin, white flesh, firm, dry texture
CHARACTERISTICS: Holds shape after cooked, ideal for baking & roasting
FLAVOR: Very sweet



WHITE HAMON

Primarily grown in NJ
SKIN: Cream-tan
FLESH: Off-white
FLAVOR: Moist and sweet



HANNAH

Primarily grown in CA
SKIN: Light yellow to tan
FLESH: White
FLAVOR: Mild flavor and excellent sweetness

SWEET POTATO TIPS:

- **Orange-flesh Sweet Potatoes** are ideal for boiling, whipping, roasting, casseroles, fries, and baking.
- **White-flesh Sweet Potatoes** have a drier texture and are excellent for baking, roasting, or pan frying.
- At home, **DO NOT** store Sweet Potatoes in the fridge. Simply keep them in a cool, dry place, like at the bottom of your pantry.
- **DO NOT** seal uncooked Sweet Potatoes inside a plastic bag during storage. Some ventilation is best.
- What we often call "Yams" in the United States are actually Sweet Potato varieties.



DECEMBER

FEATURED ITEMS

- Clementine Mandarins
- Navel Oranges
- Apples & Pears
- Hass Avocados
- Potatoes

BEST OF SEASON

- Satsuma Mandarins
- Clementine Mandarins
- Navel Oranges
- Grapefruit
- Pummelos
- Lemons & Meyer Lemons
- Pomegranates & Arils
- Comice & Bosc Pears
- Potatoes (*Red & Gold*)
- Little Potatoes
- Carrots & Rainbow Carrots
- Rutabagas, Parsnips, Turnips
- Brussels Sprouts & Stalks
- Nuts for Snacking & Baking
- Pistachios
- Blueberries (*Peru & Mexico*)
- Cara Cara Oranges (*begin*)
- Blood Oranges (*begin*)

PREMIUM APPLES

- Cosmic Crisp
- SugarBee
- Rockit
- RubyFrost
- Snap Dragon
- Envy
- Jazz
- Opal
- Piñata
- Evercrisp

Scan for more info



SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

MANDARIN SEASON / HOLIDAY BAKING

WEEK 49	1	2	3	4	5	6	7
		Cyber Monday	Giving Tuesday				World Pear Day

MANDARIN & NAVEL SEASON / HOLIDAY BAKING & PARTIES

WEEK 50	8	9	10	11	12	13	14

CHRISTMAS MEALS & PARTIES / HOLIDAY BAKING / HANUKKAH MEALS / MANDARIN & NAVEL SEASON

WEEK 51	15	16	17	18	19	20	21

CHRISTMAS MEALS & PARTIES / HANUKKAH MEALS / MANDARIN & NAVEL SEASON

WEEK 52	22	23	24	25	26	27	28
			Christmas Eve	Christmas Day / Hanukkah Begins at Sundown			

HOLIDAY & NEW YEAR'S PARTIES / HANUKKAH MEALS / DIET SEASON BEGINS

WEEK 1 (2025)	29	30	31	1	2	3	4
			New Year's Eve		Hanukkah Ends at Sundown		

WORLD PEAR DAY



WORLD PEAR DAY IS DECEMBER 7, 2024!

The world is a much sweeter and juicier place with fresh Pears in it!

For more info on fresh pears, visit usapears.org!

Make World Pear day a fun event in your stores to create excitement around the pear category! Build large displays, promote on social, sample (where applicable) and just have a "pear"fect time talking to customers about the different flavor profiles and wonderful varieties of pears!



Northwest Pears

USAPears.org

BARTLETT (BART-let)

Signature sweet pear flavor with abundant juice when fully ripe

IN SEASON - August through February



STARKRIMSON (star-KRIM-son)

Aromatic, juicy and sweet with a floral essence

IN SEASON - August through November



ANJOU (ON-ju)

Refreshingly sweet and juicy with a hint of citrus

IN SEASON - October through July

RED ANJOU (ON-ju)

Juicy with a fresh, sweet and slightly tangy flavor

IN SEASON - October through June



RED BARTLETT (BART-let)

Juicy and sweet with a heady floral essence when fully ripe

IN SEASON - August through December



BOSC (BAHsk)

Crisp, woody and honey-sweet

IN SEASON - September through April



COMICE (ko-MEESE)

Succulent, buttery and exceptionally sweet when ripe

IN SEASON - September through February



SECKEL (SEK-el)

Bite-sized, crunchy and ultra-sweet

IN SEASON - September through February



CONCORDE (KON-kord)

Crunchy and sweet with a distinct vanilla flavor

IN SEASON - September through December



FORELLE (for-EL)

Crisp, tangy and refreshingly sweet

IN SEASON - September through January

Ripening

Store unripe pears in a fruit bowl and let stand at room temperature. Check the Neck™ daily, applying gentle thumb pressure to the neck, or stem end. If it yields slightly, it's ripe, sweet and juicy. Enjoy ripe pears immediately, or refrigerate to slow further ripening.



Scan this code with your mobile device to visit USAPears.org for recipes, nutrition facts and more.

DECEMBER HOLIDAY MERCHANDISING

HANUKKAH 2024 BEGINS: WEDNESDAY, DEC 25, 2024 AT SUNDOWN

CHRISTMAS DAY 2024: WEDNESDAY, DECEMBER 25 NEW YEAR'S DAY 2025: WEDNESDAY, JANUARY 1

The December holidays are 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.

TRADITIONAL "MUST-HAVES" CHECKLIST

VEGETABLES

- Asparagus
- Artichokes
- Beans - Green & French
- Beets
- Broccoli
- Sweet Baby Broccoli
- Brussels Sprouts & Stalk Brussels Sprouts
- Cabbage - Green, Red, & Savoy
- Carrots - Baby/Whole
- Cauliflower
- Celery & Celery Hearts
- Collard Greens
- Escarole & Endive
- Fennel/Anise
- Fresh Herbs
 - Poultry Mix
 - Sage
 - Rosemary
 - Thyme
 - Chives
 - Parsley
- Mushrooms - White
- Sweet Peppers & Cucumbers
- Tomatoes - Snacking varieties

FRUIT

- Apples Snacking - large sizes & club varieties
- Apples Baking- McIntosh, Cortland, & Rome
- Avocados
- Berries
- Cranberries
- Melons
- Grapefruit
- Mandarins - Clementines & Satsumas
- Oranges - Navel
- Pummelos
- Pears - All Varieties
- Persimmons - Fuyu & Hachiya
- Pineapples
- Pomegranates - Whole & Arils

BAKING

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

DECORATIVE

- Fresh Cut Flowers
 - Poinsettias
 - Fresh Wreaths
 - Norfolk Island Pines
- **All items pre-ordered*

HARD GOODS

- Garlic
- Parsnips
- Rutabagas
- Onions - Pearl, Cipollini, & Shallot
- Onions - Sweet & Yellow
- Potatoes - Russet, White, Red, & Gold
- Sweet Potatoes (Yams)

VALUE ADDED

- Cole Slaws & Salad Mixes
- Stuffing Mix
- Cubed Butternut Squash
- Cut Vegetable Florets
- Snipped Green Beans
- Fruit And Vegetable Trays
- Cored Pineapples
- Cut Fruit
- Chopped Collard and Kale
- Sparkling Juice

THE 12 TIPS & REMINDERS TO HELP YOU THIS DECEMBER

1. NUT & DRIED FRUIT DISPLAYS

Nut & Dried Fruit Displays should include:

- In-shell and Shelled Nuts
- Medjool Dates
- String Figs
- Raisins
- Chestnuts
- Nut trays
- Dates
- Dried Figs
- Pistachios Packs

Ask your rep about the brands and programs we offer on organic and conventional.

Take a good look at your inventory on **Glacé/Candied Fruit** and holiday shipper displays around **December 12th-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. PARTY TRAYS & GIFT BASKETS

These are a **MUST** during the holidays for those hosting parties or going to gatherings! **Veg and fruit trays sell very well** during December. Plan out your orders with your Four Seasons rep.



Many independent retailers find success in packing their own custom fruit and gift baskets in store. Gone are the days of **Red Delicious Apples, Globe Grapes, and Florida Navel Oranges**. Include modern varieties like premium California **Navel Oranges** and **Washington Fuji, Granny Smith, and Honeycrisp Apples**. Premade **Fruit Baskets** may be available by pre-order from Four Seasons as well. Merchandise gift boxes of **Oranges and Mandarins** too.

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 2 or 3lb bags. Keep a few gift boxes around. Loose or tote bag displays of **Stem & Leaf Mandarins** can really make a statement!



4. CONVENIENCE PRODUCTS SAVE HOSTS' TIME

These convenience items will sell well all month, especially right before Christmas and New Year's Day:

- Cored Pineapples
- Pomegranate Arils
- Fresh Cut Fruits & Vegetables
- Cubed Butternut
- Cut Vegetable Bags
- Guacamole & Fresh Salsa
- Microwave Green Beans
- Vegetable Spiral Noodles



5. DECEMBER HOLIDAYS ARE HISTORICALLY MORE FRUIT FOCUSED

December is more fruit focused than Thanksgiving, which is more about vegetables. Expand fruit variety:

- Coconuts
- Persimmons
- Mangos
- Melons
- Berries
- Clementines
- Pummelos
- Kiwifruit
- Pomegranates
- Papayas
- Varietal Pears
- Pineapples
- Satsuma Mandarins
- All other fresh Citrus

December is a great time to promote Organic Specialty Citrus from Buck Brand!



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:

- Parsley
- Thyme
- Poultry Blend
- Rosemary
- Sage
- Celery & Celery Hearts

7. POPULAR SIDE DISHES

These items are popular holiday side dishes:

- 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
- Pearl and Boiler Onions



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)



Hanukkah 2024 is December 25 (begins at sundown) - January 2.

9. CATER TO THE DO-IT-YOURSELF VEGGIE TRAY MAKERS

Make sure you offer all of these items for customers who want to make their own veggie trays:

- Celery & Carrot Sticks
- Baby Carrots
- Broccoli Crowns
- Cauliflower Florets
- Peppers
- Radishes
- Broccoli
- Cauliflower
- Celery
- White Mushrooms
- Grape & Cherry Tomatoes
- Scallions
- Cucumbers
- Green & Yellow Squash
- Avocados
- Asparagus
- Fresh Dips
- Dressings
- Guacamoles



10. ETHNIC SPECIALTIES

MEDITERRANEAN:

- Artichokes
- Broccoli Rabe
- Savoy Cabbage
- Escarole
- Endive
- Fennel/Anise
- Long Hot Peppers
- Red Peppers
- Green & White Asparagus

LATINO CUISINE:

- Cilantro
- Tomatillo
- Batata
- Yuca
- Eddoes
- Yautia
- Plantains
- Calabaza
- Avocados
- Chayote
- Meridol Papaya
- Butternut Squash
- Acorn Squash
- Varietal Eggplant

EASTERN EUROPEAN:

- Fresh Dill
- Parsley Root
- Horseradish
- Red Cabbage
- Celery Root
- Beets
- Leeks

SOUTHERN COOKING:

- Collards - bunched and shredded
- Kale
- Black-Eyed Peas,
- Sweet Potatoes



11. ORDER & DISPLAY PLANNING TIPS

- Key Christmas produce displays should be in place by December 16th to maximize sales and profits and to keep your labor force as efficient as possible.
- Bring in your tonnage and items on your December 16th - 20th deliveries.
- 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.

December 2024

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

12. SMART LABOR PLANNING

- Develop an off-hour or evening fill schedule for your “hard goods”, like nuts, dried fruit, potatoes, and onions, and “longer code date value-added” items, like salad dressings & dips, salsa, guacamole, hummus, and croutons, juices and jarred fruits, fruit mixes, and snacks.
- Daytime labor should be focused on fruit, vegetable, salad displays and engaging your customers.
- Large orders are expected for delivery on 12/21 and 12/23. Plan ahead so you won’t be waiting on delivery trucks those days with items that could have been brought in earlier.



PRODUCT SPOTLIGHT: CLEMENTINE & SATSUMA MANDARINS

December is the perfect time to start opening up on your mandarin displays. These sweet, easy-to-peel orange gems are a consumer favorite, and when merchandised properly, often end up in shopping carts. Mandarins are the fastest growing commodity within the citrus category and are a staple in many lunch boxes! The peak season varieties during December are **Clementine Mandarins** from California, Spain, and Morocco, along with the high-flavor, zipper skin **Satsuma Mandarins** from California.

TIPS ON MAXIMIZING SALES:

- **Go BIG on displays!** Use the high image graphic boxes to build an impressive, eye catching display.
- **Offer both loose and bagged/boxed fruit.** Loose fruit, particularly Stem & Leaf Satsuma Mandarins, are great for the grab & go customers who just want a sweet snack when on the run. Stem & Leaf Satsumas also lend themselves to sales by the lb, both loose and in-store toted. Bagged Clementines are outselling gift boxes these days, but December is a good month to carry both.
- **Place displays in high traffic areas** and **promote with large signage.**
- **Offer samples and varietal information.** With as many varieties of mandarins available today, it's great for consumers to check out and taste the different flavor profiles that mandarins have.
- **Maximize the citrus category** by placing some grapefruit or navel oranges by your displays as well.

PREPARE FOR SOME SWEET SALES AND BUILD YOUR MANDARIN DISPLAYS TODAY!



Poinsettia Care

- 1 Poinsettias should be unpacked immediately upon arrival.** If this is not possible the boxes must be opened or the tops cut off to allow the ethylene gas to escape. If this not done, the ethylene gases that poinsettias release will suffocate the plants causing them to droop and become limp. This process is not reversible.
- 2 Poinsettias must be stored and displayed out of coolers and refrigerated areas.** This will cause irreversible chill damage.
- 3 Displays should be located out of drafty areas.**
- 4 The top half of the soil should be allowed to dry** before watering poinsettias.
- 5 Older, damaged poinsettias should be removed from the display,** as they will detract from the rest of the display.
- 6 Poinsettias cannot sit in water.** They need 'dry feet'. This will drown the plant, causing the leaves to drop and become yellow. Once this process starts, it will continue to work its way up to the top of the plant.

