

THE MERCHANDISER

PRODUCE MERCHANDISING TIPS & TRICKS FROM FOUR SEASONS PRODUCE

GROW YOUR BASKET WITH CROSS MERCHANDISING!

Want to offer your customers some dynamite meal ideas and grab some additional sales and profits for your store?

Then, try cross merchandising using product from other areas of the store in and around your department and displays. Cross merchandising really does indeed work. The ability to pair items up, both inter-department and throughout the rest of the store, can make key decisions for customers, in an instant, and in one area, has proven to grow sales.

It's pretty cool when think about it. You are basically, in some cases, making the decision for that customer what to have for meals, simply by putting like-items together, while growing your basket size for both the department and the store!

Here are some ideas for cross merchandising:

- Tomatoes and Basil with Mozzarella cheese and olive oils
- Bananas with cereal
- Apples and pears with cheddar cheese
- Berries with yogurt or whip cream
- Salad sections with croutons and shredded cheese
- Sliced mushrooms alongside steaks in your meat departments
- Lemons by your seafood case/offering
- Asparagus with Hollandaise sauce
- Cob holders with corn
- Strawberries with pound cake
- Apples with pie crusts
- Sweet Potatoes with brown sugar
- Cauliflower & Broccoli with cheese sauce



Fall Planning.. ALREADY??

Hard to believe we are talking about this already, but fall is right around the corner! August is prime time for planning for a successful fall and the starting point for the holiday season. Pretty soon your customers' tastes will change from summer type fruit such as cherries and peaches, and move into commodities like apples and pears.

HERE ARE A FEW FALL PLANNING TIPS:

- **Now is a great time for doing deep cleans of your cases and counters.** The historically slower month should allow for a full on sanitation assault, so your counters are fresh and ready for the Fall harvests changeovers.
- **August is also Back to School Month.** Start thinking of bringing in some extra fruit for moms to pack in the kids lunch-boxes. Opening up on bagged apples and oranges is generally a good start, but also be thinking about items like dried fruit, nuts and other dry line snacking items that are would be a healthy snack as the school day passes.
- **Start thinking and forecast a date for your counter resets.** Ideally a couple weeks after Labor Day is a good time to move. Peaches, nectarines and plums will still be available and great items to promote, although they should take a backseat when apples take center stage. Contact your Four Seasons Merchandiser to plan a date together.
- **Building an outdoor display with pumpkins and other Fall ornaments** adds a Fall Harvest feel as customers walk into your store. Other commodities great to promote outdoors are local apples, broccoli and cauliflower.
- **Look at areas of your department where items may have gotten "lost".** It's a perfect time to load in on those lower risk items such as apple dips, apple crisp, juices, dressings, jarred fruit and jarred garlics to name a few.
- **Set up a cross merchandising calendar with other departments in your store** with space allocated for tie in items.

Success starts with great planning! September is right around the corner. Having a set plan in place ahead of time for the bountiful season ahead will set you up for some bountiful harvests of your own!



Straight from the Storage Shed: **TROPICAL TACTICS**



Ok not really a shed, more like your back-room storage areas and cooler. But today we want to look at best practices for proper tropical fruit storage.

The tropical category includes not only your “staple” fruit such as bananas, mangos, avocados, kiwi, and pineapples, but has recently expanded due to the demand for more exotic-type fruit such as rambutan and dragonfruit.

The tropical category generally commands firm retails, especially with the more exotic commodities. Every step of the way, from receiving to that customer putting it in their shopping carts is critical in securing a great eating experience for the customer and repeat purchases for your department.



A FEW TIPS FOR TROPICAL FRUIT CARE AND STORAGE:

- **Back-room storage for this fruit is much like merchandising on the counters.** Fruit should be stored out of your refrigerated coolers and kept in temperature zones similar to bananas (ideally this is 55-58 degrees). This allows fruit to start the ripening process and maintain its integrity and eating quality, and offer that customer a better eating experience. Fruit that stores too long in the cold will not ripen properly, or at all, and will have poor eating quality, deterring your customers from future sales.

For more information specifically about banana storage check out this video:
https://youtu.be/a_121UgiMTA

- **Never drop, throw, or bang tropical fruit around.** Even if unripe when mis-handled, bruising might not show up immediately.
- **Receiving and rotation should be done on a ripeness level,** not by the old FIFO (first in, first out) rule.
- **Keep in mind that fruit stored/merchandised next to bananas will ripen at a faster pace** due to the ethylene bananas give off. Be cognizant on ripeness of fruit daily in your tropical lines.



SPOTLIGHT PICK- PLUMCOTS (AKA PLUOTS)

When you think of names like **Flavor Gator, Mellow Yellow, Marvel, or Tropical Sunrise**, what comes to mind? Maybe a cool movie, throw-back soda pop or something from the old ice cream truck that came by your block. Outside of the produce world, this might hold true, but when people realize that that these name are actually names summer fruits, they go looking for them in the favorite produce department. These cool monikers are some of the names of some of the best tasting fruit on earth--pluots!

A pluot is a cross between an apricot and plum, and the many different flavor profiles of each individual variety is amazing. Super cool names aside, biting into a ripe pluot is definitely an awesome eating experience. Sweet, juicy with a myriad of crazy undertones, ranging from caramel to honey to raspberry. Some of the sweetest fruit of the year comes from this category of summer fruit. Fruit so sweet, you might need a dentist..

SOME MERCHANDISING TIPS FOR PLUOTS:

- Pluots should be merchandised like any other stone fruit variety. Always merchandise outside of refrigeration on dry tables or stand alone displays. This goes for storage of extra fruit in the backroom as well. The cold will kill the flavor of the fruit and dramatically reduce shelf life.
- Be sure to rotate your displays based on ripeness, not necessarily when they arrived at your store.
- Like most fruit, pluots sell better when there is both ripe and unripe fruit out for sale. Consumers may wish to eat a pluot or two now, and take some more home for the next few days snacking. Setting up an in-store ripening program is easy! Ask your Four Seasons merchandiser for tips on how to do so.
- Merchandise in your summer fruit sections, right alongside peaches, plums nectarines and of course other pluots There are so many different varieties of pluots, all with different, distinct flavors. Keeping multiple varieties on hand will increase your chances on increased sales and expose customers to different types of fruit.
- Great signage is a must to keep the varieties separate and for proper pluot identification Sample, sample, sample. Like most things, once a customer samples of these gems, its right into the cart they go! Also if you are carrying multiple varieties of pluots, be sure to clearly identify the variety being sampled.



Pluots are available from May through October and are high in Vitamin C and A, fiber and potassium. Pluots are also on the verge of becoming a "superfood" due to their extremely high levels of antioxidants, with similar levels to those found in blueberries.





Family Tree Farms Program 2018

Family Tree Farms is a family-owned and operated company dedicated to the mission of delivering consistently flavorful fruit. Family Tree consists of the extended Jackson family, a handful of other carefully selected growers, and a team of dedicated employees – all of whom share David Jackson's passion for excellence.

PLUMCOTS (AKA PLUOTS)

TROPICAL PLUMANA

MID JUNE - EARLY JULY



PLU: 3610

A delight for all of your senses. Fragrant and exotic flavors – like a fruit-filled island drink. Beautiful red and green speckled skin.

PLUMOGANATE

LATE JUNE - MID JULY



PLU: 3611

Like the pomegranate, this pluot is very high in antioxidants. Very sweet, intense flavors.

SUGAR BABY

MID JULY



PLU: 3278

Tiny in size but huge in flavor. Skin color ranges from a ruddy gold/green to a deep speckled maroon. The flesh is sweet as candy with a slight caramel flavor.

GOLDEN TREAT

EARLY - MID JULY



PLU: 3610

Delicate, golden/green skin with a subtle yellow flesh. The juicy flesh is light and refreshing with plum and honey flavors.

SUPERNOVA

EARLY - MID AUGUST



PLU: 3611

Dark red to purple skin highlighted by star-like speckles. The beautiful red flesh features rich plum and melon flavors.

TROPICAL SUNRISE

MID AUGUST



PLU: 3126

Beautiful red and orange skin. The orange flesh tastes of luscious plum as well as tropical flavors like mango.

PLUMCOTS (CONTINUED)

FLAVOR POP

EARLY AUGUST



PLU: 3611

Purple red skin with greenish lines and speckles. The reenish/yellow flesh is perhaps the sweetest fruit ever.

FLAVOR KING

MID AUGUST



PLU: 3609

EMERALD BEAUT

MID AUGUST - MID SEPT



PLU: 4435

Technically a green plum. The flesh is succulent and bursting with flavor. This delicate variety is handled so that it keeps its natural waxy coating.

MARVEL

MID JULY - EARLY AUGUST



PLU: 3611

A firm skin yields a crisp, juicy bite featuring hints of plum, apple & melon.

JUBILEE 2

LATE AUGUST



PLU: 3609

The multi colored red/yellow flesh bursts with an exciting blend of flavors. Rich and jammy, sweet and tangy. Alternating notes of cherry, pineapple and plum and more.

JUBILEE

LATE AUGUST - MID SEPT



PLU: 3609

The multi colored red/yellow flesh bursts with an exciting blend of flavors. Rich and jammy, sweet and tangy. Alternating notes of cherry, pineapple and plum and more.

FLAVOR GATOR

LATE AUGUST



PLU: 3278

APRICOTS

RASPBERRY COT APRICOT

MID MAY - EARLY JUNE



PLU: 3614

SUGARCOT APRICOT

EARLY JUNE - LATE JUNE



PLU: 3302

EARLICOT APRICOT

EARLY MAY - EARLY JUNE



PLU: 3302

APRIUMS

ROSE APRIUM

AUGUST



PLU: 3614

PURPLE ROSE APRIUM

LATE JULY - EARLY AUGUST



PLU: 3044

BELLA JEWEL APRIUM

LATE MAY - JUNE



PLU: 3044

DONUT PEACHES

GALAXY (WHITE FLESH)

LATE MAY - JUNE



PLU: 3113

PEACH PIE (YELLOW FLESH)

LATE JUNE - LATE JULY



PLU: 3115

AUGUST SATURN (WHITE FLESH PEACH)

LATE JULY - LATE AUGUST



PLU: 3113



ORGANIC SUNGOLD KIWIFRUIT DISPLAY CONTEST

JULY 31 - AUGUST 31, 2018

Participate in this year's Zespri Organic SunGold Kiwifruit display contest! The displays will be judged based on the effectiveness and creativity of the display usage of sampling, and social media/advertising. Each participant must send a photo of their final display to Steph Fleetman (Stephf@fsproduce.com) by September 4, 2018.

***Zespri Organic SunGold Kiwifruit must be purchased from Four Seasons Produce.*

GRAND PRIZE

Breville Espresso Maker w/ Grinder



2ND

BOSE Wireless Headphones



3RD

Portable Video Projector



4TH

Fujifilm Instax Square Instant Film Camera



5TH

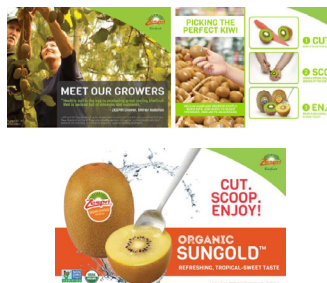
Instant Pot Pressure Cooker



IN-STORE MERCHANDISING SUPPORT

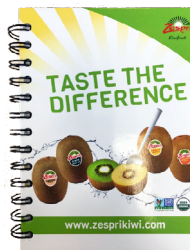
Talk to your merchandiser or sales rep for POS signage and materials to help attract customers to your display

***Not required to enter contest*



EVERYONE IS A WINNER!

Each participating store will receive Zespri swag bag!



PHONE: 1.800.422.8384 | FAX: 1.717.721.2597
www.fsproduce.com





ORGANIC SUNGOLD KIWIFRUIT DISPLAY CONTEST

ZESPRI ORGANIC KIWIFRUIT LINES FOR THE PROMO PERIOD:

- | | | |
|--------|--------------------------|--|
| 208486 | OG Kiwifruit Sungold NZL | 25 sz 41 ct 13 lb Zespri – <i>mandatory item for participation</i> |
| 43629 | OG Kiwifruit Green | 33-36 sz 99/108 ct Volume Filled Zespri |
| 43614 | OG Kiwifruit Green NZL | 33/36 ct 1-Layer Zespri |
| 48668 | OG Kiwifruit Green NZL | 20/1 lb Bag Zespri |
| 211726 | CV Kiwifruit Green NZL | 30 sz 84 ct Volume Fill Zespri |
| 17556 | CV Kiwifruit Sungold | 20 lb 25/27 sz |



POS MATERIAL IS AVAILABLE!

- | | | |
|--------|------------------------------|-------------|
| 23382 | POS Dump Bin Sungold 2018 | 1 ea Zespri |
| 23391 | POS Demo Station Zespri 2018 | 1 ea Zespri |
| 211165 | POS Totems | 1 ea Zespri |
| 211229 | POS Demo Kit Zespri | 1 ea Zespri |



23382



211229



211165



23391

