

THE FOUR SEASONAL

CHECK LISTS, MERCHANDISING TIPS, IDEAS FOR INDEPENDENT RETAILERS



2021 FOUR SEASONS PRODUCE THANKSGIVING, CHRISTMAS, & NEW YEARS SCHEDULE

THANKSGIVING DELIVERY SCHEDULE:

Sunday 11/21 - Tuesday 11/23: Normal office and delivery schedule.

Wednesday 11/24: Normal Office and delivery schedule. Taking orders for Friday 11/26 delivery.

Thursday 11/25: Happy Thanksgiving! Office closed and no deliveries.

Friday 11/26 & Saturday 11/27: Normal office and delivery schedule.

CHRISTMAS & NEW YEARS DELIVERY SCHEDULE:

Sunday 12/19 - Thursday 12/23: Normal office and delivery schedule.

Friday 12/24: Normal delivery schedule. Office open until 1pm, planning orders for Sunday 12/26 & Monday 12/27 deliveries.

Saturday 12/25: Merry Christmas! Office closed and no deliveries.

Sunday 12/26 - Thursday 12/30: Normal office and delivery schedule.

Friday 12/31 - Normal delivery schedule. Office open until 1pm for order planning for Sunday 1/2 and Monday 1/3.

Saturday 1/1/2022: Happy New Year! Office closed. No deliveries.

DECEMBER HOLIDAY MERCHANDISING

HANUKKAH BEGINS: SUNDAY, NOVEMBER 28 (BEGINS AT SUNDOWN)

CHRISTMAS DAY 2021: SATURDAY, DECEMBER 25 **NEW YEAR'S DAY 2022:** SATURDAY, 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 - Grape & Cherry

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

HARD GOODS

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

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, 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 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. 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 gourmet store-made baskets.

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. Four Seasons will offer pre-books on Fruit and Vegetable Trays throughout the holidays.

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. Loose or tote bag displays of Stem & Leaf Mandarins can really make a statement!



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. 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. 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)

Hanukkah 2021 is November 28 (begins at sundown) - December 6



9. CATER TO THE DO-IT-YOURSELF 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. Fresh dips, dressings, and guacamoles are big sellers.

10. ETHNIC SPECIALTIES

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

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

Latino Cuisine: Cilantro, Tomatillo, Batata, Yuca, Eddoes, Yautia, Plantains, Calabaza, Avocados, Chayote, Meridol Papaya, Butternut & Acorn Squash, varietal Eggplant

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

11. ORDER & DISPLAY PLANNING TIPS

- Key Christmas displays should be in place by December 17th 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 17th-19th.
- 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 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 12/20, 12/22, and 12/23. Plan ahead so you won't be waiting on items those days that could have been brought in earlier.



DECEMBER 2021

DISPLAY PROMOS

- WONDERFUL BRANDS (HALOS, POMEGRANATES, PISTACHIOS)
- SPECIALTY APPLES

AD FEATURES

- CLEMENTINE MANDARINS
- APPLES
- NAVEL ORANGES
- HASS AVOCADOS
- POTATOES

BEST OF SEASON

- SATSUMA MANDARINS
- CLEMENTINE MANDARINS
- NAVEL ORANGES
- GRAPEFRUIT
- PUMMELOS
- POMEGRANATES & ARILS
- COMICE & BOSC PEARS
- ANJOU PEARS (RED & GREEN)
- FUJI & PINK LADY APPLES
- POTATOES (RED & GOLD)
- BABY & FINGERLING POTATOES
- RAINBOW CARROTS
- RUTABAGAS, PARSNIPS, TURNIPS
- BRUSSELS SPROUTS & STALKS
- NUTS FOR SNACKING & BAKING
- BLUEBERRIES (PERU & MEXICO)
- BLACKBERRIES

SPECIALTY APPLES

- COSMIC CRISP
- SUGARBEE
- OPAL
- LADY ALICE
- SNAP DRAGON
- ENVY
- JAZZ
- LUCY ROSE



	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	HANUKKAH / HOLIDAY BAKING / MANDARIN SEASON						
WEEK 49				1	2	3	4
	HOLIDAY BAKING / MANDARIN SEASON						
WEEK 50	5	6	7	8	9	10	11
	HOLIDAY BAKING / MANDARIN SEASON						
WEEK 51	12	13	14	15	16	17	18
	CHRISTMAS PARTIES / MANDARIN SEASON						
WEEK 52	19	20	21	22	23	24	25
			First Day of Winter			Christmas Eve	Christmas Day
	HOLIDAY PARTIES						
WEEK 1 (2022)	26	27	28	29	30	31	
						New Year's Eve	

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!

GUIDE TO SWEET POTATOES



PURPLE STOKES

- Purple skin, deep purple flesh
- Rich with antioxidants and phyto-nutrients
- Flesh is slightly more waxy and drier than orange-flesh sweet potatoes
- The flavor is a rich balance of sweet flavor and yam-like earthiness
- A longer baking time is required to bring out the best flavor



ORANGE (JEWEL)

- Orange-red skin
- Deep orange, moist flesh
- Ideal for boiling, whipping, roasting, casseroles, fries, & baking



RED (GARNET)

- Ever-popular variety, all-purpose
- Reddish-purple skin
- Vivid orange flesh, moist texture, sweet flavor



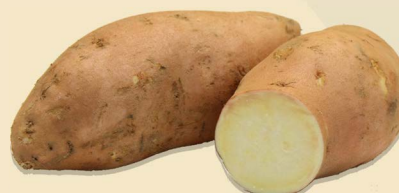
JAPANESE (ORIENTAL)

- Purple skin, white flesh
- Feature a very sweet flavor
- Firm, dry texture
- Holds shape even after cooked, ideal for baking & roasting



COVINGTON

- Grown prominently in North Carolina
- All-purpose
- Red-tan skin
- Moist orange flesh



WHITE HAMON

- Cream-tan color skin
- Off-white flesh
- Moist and sweet
- Primarily grown in New Jersey



HANNAH

- Light yellow to tan skin
- White flesh
- Has a mild flavor and excellent sweetness
- Primarily grown in California

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 refrigerator. Simply, keep them in a cool, dry place like 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.