

Q2 Edition

THE **FOUR SEASONAL**

APR/MAY/JUN '22

**MERCHANDISING TIPS & IDEAS
FOR INDEPENDENT RETAILERS**



TABLE OF CONTENTS

(CLICK ON THE LINKS BELOW TO GO DIRECTLY TO THE PAGE)

3	<u>APRIL MERCHANDISING CALENDAR</u>
4	<u>EASTER & PASSOVER MERCHANDISING TIPS</u>
6	<u>ATAULFO HONEY MANGO SEASON</u>
7	<u>VIDALIA SWEET ONION TIPS FOR SUCCESS</u>
8	<u>MAY MERCHANDISING CALENDAR</u>
9	<u>CINCO DE MAYO MERCHANDISING TIPS</u>
11	<u>BRING ON THE BERRIES - DRISCOLL'S BERRIES</u>
14	<u>BERRY MERCHANDISING & HANDLING</u>
15	<u>MEMORIAL DAY MERCHANDISING TIPS</u>
17	<u>JUNE MERCHANDISING CALENDAR</u>
18	<u>CUT UP A WATERMELON IN 4 STEPS</u>
19	<u>MARKET WATERMELON WITH 10 TIPS</u>
20	<u>GEAR UP FOR GRILLING SEASON</u>
21	<u>GRILLING PRODUCE INFOGRAPHIC</u>
22	<u>NORTHWEST CHERRIES - HOW TO INCREASE CHERRY SALES</u>
23	<u>WHAT DOES THE "ROW" COUNT MEAN IN CHERRY DESCRIPTIONS?</u>
24	<u>WE ARE ALL ABOUT LOCAL</u>

APRIL 2022

DISPLAY PROMOS

- GREENHOUSE PRODUCE
- HONEY/ATAULFO MANGOS

AD FEATURES

- STRAWBERRIES
- ASPARAGUS
- CLUSTER TOMATOES

BEST OF SEASON

- HONEY/ATAULFO MANGOS
- HAITIAN MANGOS
- BLACKBERRIES
- STRAWBERRIES (CALIFORNIA)
- ARTICHOKE
- GREEN BEANS
- GRAPEFRUIT
- HEIRLOOM NAVEL ORANGES
- CARA CARA NAVEL ORANGES
- GOLD NUGGET MANDARINS
- RHUBARB
- WATERMELONS (BEGIN IN FL & MEX)
- SWEET CORN (BEGIN IN FL)

GREENHOUSE PRODUCE

- CAMPARI/COCKTAIL TOMATOES
- BEEFSTEAK TOMATOES
- CLUSTER TOMATOES
- RAINBOW SNACKING TOMATOES
- HYDROPONIC BASIL
- COLORED BELL PEPPERS
- MINI SEEDLESS CUCUMBERS
- SEEDLESS CUCUMBERS



SUNDAY MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY SATURDAY

THINK SPRING! / SPECIALTY CITRUS SEASON

WEEK 14						1	2
WEEK 15	3	4	5	6	7	8	9
WEEK 16	10	11	12	13	14	15	16
WEEK 17	17	18	19	20	21	22	23
	Easter						Earth Day
WEEK 18	24	25	26	27	28	29	30

2022 Easter & Passover Notes

EASTER IS APRIL 17

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)
- 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

FRUIT

- Berries (all varieties)
- Cantaloupes
- Grapes (red & green seedless)
- Honeydew
- Kiwifruit
- Lemons & Limes
- Mandarins
- Navel Oranges (CA)
- Pineapples
- Watermelons (regular, mini seedless, cuts)

DECORATIVE

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



HARD GOODS

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

BAKING

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



Planning Tips



- Plan out your ordering and delivery timelines with your rep. See next page for the Four Seasons Easter schedule.
- If you are not waiting on trucks and have the product on hand, your department operations will run as smoothly and efficiently as possible. Your time will be more productive working on the sales floor, engaging with your customers.
- If you bring in your holiday tonnage items early, it will take enough pressure off of our warehouse selectors and loaders and trucks to help minimize late deliveries on those crucial last few days before the holiday weekend. This will help your department's efficiency and organization.
- Order holiday semi-perishable and hard tonnage items early. Plan on getting your tonnage items into your stores by the Tuesday before Easter.
- Develop an off-hour or evening fill schedule for your hard goods.
- Stay ahead with tomato and banana color on hand in order to have ready-to-eat, mature fruit on display. Consumers will want to consume this product immediately.
- Easter business can come late. Historically, Friday and Saturday are busy days.



Passover



Passover will begin at sundown on Friday April 15th and continue through Saturday April 23rd.

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

IMPORTANT PASSOVER HOLIDAY ITEMS:

Bitter Herbs are very important for the **Seder Plate** - Horseradish, Dill, Endive, Escarole, Romaine Lettuce, Leeks, Onions, Ginger, and Soup Mix.

Book orders now for 50lb Horseradish, 25 lb Turnips, Beets & Parsnips, Full Case Dill, Root Parsley & Leeks.

VEGETABLES:

Beets, Carrots, Parsley Root, Kirby & Euro Cucumbers, Green & Colored Peppers, Celery & Celery Root, Scallions, Spinach, Green Vegetables (No Beans), Red Cabbage, Turnips, Parsnips, Fennel, Garlic, Rosemary, Basil, Thyme, and Oregano.

FRUITS:

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

CERTIFIED KOSHER FOR PASSOVER ON SELECT ITEMS?

- | | | |
|---------------------------------|-----------------------|-------------------|
| Dole - YES | Attitude/Veg Pro - NO | Taylor Farms - NO |
| Fresh Express - YES | Olivia's Salads - NO | Earthbound - NO |
| Olivia's Butternut Squash - YES | Eat Smart - NO | |
| organicgirl - YES | | |



2022 Easter Schedule



FRIDAY 4/15: Normal office and delivery schedule.

SATURDAY 4/16: Normal office and delivery schedule. Taking orders for approved Sunday and Monday deliveries.

SUNDAY 4/17: Office **CLOSED**. Modified delivery schedule.

MONDAY 4/18: Normal office and delivery schedule.



ATAULFO HONEY MANGO SEASON



No longer a back of the department “forgotten” fruit, mangos are now, in most areas, considered and treated as a staple produce department item. And, why not? They are super versatile, and when handled and ripened properly, there isn’t a better eating tropical fruit around. Mangos are primarily eaten as a snack, but are also ideal in smoothies, salads, salsas, jams, and ice creams.

There are many mango varieties that are available throughout the year, and most of them are just classified into “Round Mangos” - Kent’s, Keitts, Tommy Atkins. All of those are great eating mangos, but none are as creamy and bursting with tropical flavor as a **Ataulfo Mango**. **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!

SOME ATAULFO MANGO FACTS:

- Ataulfos are less fibrous than their traditional cousins
- Ataulfos are ripe when they are soft to the touch and the skin is lightly wrinkled
- Ataulfos are in peak season from March-June out of Mexico.
- 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 gener-ally means more sales!
- **Price mangos in multiples for best results.** For example, 3 for \$5.00 will generate more sales than \$1.69 each.



So build those mango displays to create some “mango madness” in your stores!



When we hear the words “Vidalia Sweet Onion,” we immediately know that spring has definitely arrived. This is a product that consumers in the Northeast and Mid-Atlantic REALLY look forward to!

The 2022 genuine Georgia grown Vidalia Sweet Onion season starts April 12 at shipping point, with the supply chain filling the week after Easter. The rest of April, and through early summer, will be peak season!

Vidalia Sweet Onion Tips for Success

- With Vidalia’s being a lower shrink risk item in your department, make displays large and get these bad boys 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 displays.
- Offer both bagged and loose options to target 2 different types of purchases.



MAY 2022

DISPLAY PROMOS

- BERRIES
- VIDALIA SWEET ONIONS
- SWEET CORN

AD FEATURES

- WATERMELONS
- FLORIDA SWEET CORN
- VIDALIA SWEET ONIONS
- STRAWBERRIES
- BLACKBERRIES
- RASPBERRIES
- BLUEBERRIES
- CALIFORNIA CHERRIES
- HASS AVOCADOS

BEST OF SEASON

- BERRIES
- CALIFORNIA APRICOTS
- MANGOS
- HONEY/ATAULFO MANGOS
- HAITIAN MANGOS
- ARTICHOKE
- RAINBOW SNACKING TOMATOES
- GRAPES (BEGIN FROM MEXICO)

LOCAL (MID-ATLANTIC)

- ASPARAGUS
- LETTUCES
- HERBS
- RHUBARB
- LEEKS
- RADISHES
- KALES & COLLARDS
- CHARDS & DANDELION



SUNDAY MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY SATURDAY

MOTHER'S DAY / CINCO DE MAYO

WEEK 19	1	2 Ramadan Ends at Sundown	3	4	5 Cinco de Mayo	6	7 Kentucky Derby
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BERRY SEASON / FLORIDA SWEET CORN & WATERMELON

WEEK 20	8 Mother's Day	9	10	11	12	13	14
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GRILLING & COLLEGE GRADUATIONS / BERRY SEASON

WEEK 21	15	16	17	18	19	20	21 Armed Forces Day
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MEMORIAL DAY / GRILLING & COLLEGE GRADUATIONS / BERRY SEASON

WEEK 22	22	23	24	25	26	27	28
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GRILLING & OUTDOOR PARTIES / BERRY SEASON / LOCAL VEGGIES

WEEK 23	29	30 Memorial Day	31				
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¡CINCO DE MAYO!

MERCHANDISING TIPS

Want to add some excitement to your Produce Department and stores? Then be sure to 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. Be sure to remember the staples!

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, or quarter and put into your Corona!

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!

DON'T FORGET:

- Cilantro
- Garlic

GREAT CINCO DE MAYO 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.





BRING ON THE

BERRIES

Driscoll's

Only the Finest Berries™

Available at Four Seasons



Strawberries



Strawberry 1 lb Clamshell
Pack: 8 x 1 lb (16 oz) clamshells per tray
Palletization: 120 trays per 40" x 48" pallet,
6 per layer x 20 high
Tray Dimensions: 19.81"L x 15.56"W x 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 x 2 lb (32 oz) clamshells per tray
Palletization: 120 trays per 40" x 48" pallet,
6 per layer x 20 high
Tray Dimensions: 19.31"L x 14.63"W x 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 x 1 lb (16 oz) clamshells per tray
Palletization: 120 trays per 40" x 48" pallet,
6 per layer x 20 high
Tray Dimensions: 19.81"L x 15.56"W x 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 x 6 oz clamshells per tray
Palletization: 240 trays per 40" x 48" pallet,
12 per layer x 20 high
Tray Dimensions: 15.38"L x 8.89"W x 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 x 1 Dry Pint clamshells per tray
Palletization: 144 trays per 40" x 48" pallet,
12 per layer x 12 high
Tray Dimensions: 15.44"L x 9.63"W x 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 7



Certified Organic Blueberry 6 oz Clamshell
Pack: 12 x 6 oz clamshells per tray
Palletization: 240 trays per 40" x 48" pallet,
12 per layer x 20 high
Tray Dimensions: 15.38"L x 8.89"W x 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 x 1 Dry Pint clamshells per tray
Palletization: 144 trays per 40" x 48" pallet,
12 per layer x 12 high
Tray Dimensions: 15.44"L x 9.63"W x 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 x 6 oz clamshells per tray
Palletization: 216 trays per 40" x 48" pallet,
12 per layer x 18 high
Tray Dimensions: 15.75"L x 10.0"W x 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 x 12 oz clamshells per tray
Palletization: 216 trays per 40" x 48" pallet,
12 per layer x 18 high
Tray Dimensions: 15.63"L x 9.88"W x 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 x 6 oz clamshells per tray
Palletization: 216 trays per 40" x 48" pallet,
12 per layer x 18 high
Tray Dimensions: 15.75"L x 10.0"W x 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 x 6 oz clamshells per tray
Palletization: 192 trays per 40" x 48" pallet,
12 per layer x 16 high
Tray Dimensions: 15.56"L x 9.88"W x 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 # 0022; UPC: 7 15756 50201 1



Certified Organic Blackberry 6 oz Clamshell
Pack: 12 x 6 oz clamshells per tray
Palletization: 192 trays per 40" x 48" pallet,
12 per layer x 16 high
Tray Dimensions: 15.56"L x 9.88"W x 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 x 1 lb (16 oz) clamshells per tray
Palletization: 120 trays per 40" x 48" pallet,
6 per layer x 20 high
Tray Dimensions: 19.93"L x 15.87"W x 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 x 2 lb (32 oz) clamshells per tray
Palletization: 120 trays per 40" x 48" pallet,
6 per layer x 20 high
Tray Dimensions: 19.31"L x 14.63"W x 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 x 18 oz clamshells per tray
Palletization: 80 trays per 40" x 48" pallet,
5 per layer x 16 high
Tray Dimensions: 23.56"L x 15.12"W x 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 x 18 oz clamshells per tray
Palletization: 80 trays per 40" x 48" pallet,
5 per layer x 16 high
Tray Dimensions: 23.56"L x 15.12"W x 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 x 12 oz clamshells per tray
Palletization: 117 trays per 40" x 48" pallet,
9 per layer x 13 high
Tray Dimensions: 19.25"L x 15.75"W x 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

Driscoll's

Only the Finest Berries™

Limited Edition

Driscoll's introduces a premium, high-flavor, specialty Limited Edition program with Rosé Berries™ and Sweetest Batch™. This collection of berries marks the first in a series of offerings designed to give consumers an indulgent new way to experience Only the Finest Berries™.

Superior tasting berries can only come from generations of berry farming expertise along with the magic of Driscoll's Joy Makers who develop proprietary varieties exclusively for Driscoll's independent growers around the world.

As the #1 brand in produce, Driscoll's is committed to flavor first.

≡ Rosé Berries™ ≡

Our new **Rosé Berries™** have a unique, complex flavor that will heighten your summer berry dishes. Available in both **strawberry** and **raspberry** varieties, Rosé Berries™ get their beautiful light-pink hue from the non-GMO breeding methods used by Driscoll's Joy Makers.

Rosé Berries™ contain sweet, peachy flavor notes paired with a soft, floral finish that's as delicate as a rose. Plus, their smooth, silky and creamy texture perfectly complements a hot, summer afternoon.

Featured in *People Magazine*, *Refinery29* and *The New Yorker!*

≡ Sweetest Batch™ ≡

Specially picked for their particularly sweet flavor, our **Sweetest Batch™** Berries are comprised of high-flavor **strawberries, raspberries, blueberries, and blackberries**. Each batch meets our Joy Makers' rigorous sweetness standards to inspire delicious moments of delightful indulgence, whether at a picnic in the park or in the kitchen around the family table.



Driscolls.com/LimitedEdition

16 oz. Berry Big™ Strawberries



SPECIFICATIONS

Driscoll's Conventional

ITEM #0450

UPC 7 15756 21134 0

Gtin Code 10715756004505

Clamshell Net Weight 16 oz Net

Clamshell Gross Weight 17.10 oz Gross

Case Pack 8 x16 oz clamshells per tray

Tray Weight 10.72 lbs Gross

Palletization 8 trays per layer x 12 high

Trays per Pallet 96

Clamshell Dimensions 9.37"L x 5.12"W x 2.55"H

Tray Dimensions 19.57"L x 11.062"W x 5.55"H

HIGHLIGHTS

- A bigger strawberry with endless everyday eating possibilities. Share 'em, Dip 'em, Slice 'em!
- Selected from varieties with the biggest size.
- Packed in a single layer corrugate clamshell with a plastic film window.

GROWING REGIONS & AVAILABILITY

- Oxnard, CA: February through March
- Santa Maria, CA: April through May
- Watsonville and Salinas, CA: End of April through May
- Mexico: December through January

Driscoll's
P.O. Box 50045
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831.763.5000 www.driscolls.com

Specialty Products Customer Portal >



Driscoll's
Only the Finest Berries™

BERRY MERCHANDISING & HANDLING



THE BERRY CATEGORY IS IN PEAK SEASON FROM SPRING THROUGH EARLY SUMMER

During April and to kick off May, your shoppers are ready to switch out of snacking on citrus, apples, and pears, and into fresh berries! Be ready with full, well-merchandised displays.

Berries have become arguably the most important volume category for a produce department, yet they require some finesse in managing, handling, and merchandising for success. Ordering too much will create shrink. Ordering too little will lead to lost sales.

Proper planning and handling, from in the back door to the floor, will impact what kind of freshness you can expect from your berry sections. Follow these easy steps to make sure you get the “berry” best out of your berry sections!

TIME & TEMP

Once harvested and forced air-cooled, berries are shipped on trucks ideally at 32°F to preserve freshness and shelf-life. The better the cold chain is kept, and the faster the berries are sold, the better quality and eating experience shoppers will have.

RECEIVING -- A CRITICAL PROCESS AT STORE LEVEL

- **Inspect berries** to make sure they are free and clear of any heavy bruising, wetness, leaking, decay, or mold
- **Put berries in the cooler** as quickly as possible. Berries, just like packaged salads, are a HIGHLY perishable commodity. Proper refrigeration, especially in the warmer months, is vital to shelf life.
- **Follow FIFO (first in, first out) rotation protocol.** It is recommended you clearly mark received dates on your boxes so your entire staff knows when product arrived at the store.

MERCHANDISING TO INSPIRE PURCHASES

• **Berry quality and shelf-life are best protected by keeping them cold!** Ideally, your berries are always displayed in refrigeration. That said, there are times of the year when berries are harder and price points allow for quick sales from large non-refrigerated displays. This would typically be around heavy “berry holidays” such as Memorial Day and July 4th, but a super sharp price point might warrant a display like this too. Use good judgment on

whether to merchandise them out of refrigeration in your locations. Consider moving berries that did not sell from a non-refrigerated display into refrigeration the next day.

- **Cull and rotate!** Just like receiving, rotation on the counters is super important. Culling through clamshells to pull out bad berries when needed will keep the packs fresh for your customers. Removing packs that aren't easily sortable, and converting them into value in your fresh cut section, can turn possible shrink into sales.
- **Have a full variety of berries on hand.** Sales are best when you have multiple varieties available and both conventional and organic. Larger pack sizes add convenience for your customers and bigger rings at the register during the peak seasons for each berry variety.
- One more great way to build basket size and increase berry movement is to **cross merchandise**. Whip cream, dessert shells, pound cakes, and yogurts are all great items to tie in with your berry displays.



Memorial Day Merchandising Tips

MEMORIAL DAY IS MONDAY, MAY 30



MERCHANDISING ACTIONS

- Timing! Your **fruit counters** should be reset with fresh crop **Stone Fruit, Soft Fruit, Grapes, and Melons** by Thursday, May 26. Cut back on apples, pears, and citrus. Don't play catchup through the holiday weekend, especially on the seasonal product.

- Expand your **berry sections**. Full variety is available on organic and conventional berries during the spring peak!

- Your **vegetable counters** also need to have some adjustments made. Cut back the spacing on the hard cooking vegetables such as turnips, winter squashes, parsnips, etc. Key items to expand: **Corn, Lettuces, Tomatoes, Celery, Cabbage & Slaw Mix, Green & Colored Peppers, Cucumbers, Radishes, Scallions, Portabella Mushroom Caps & Slices, Sweet Onions, and New Potatoes.**

- Drive sales and margin through **melon displays**. Fine sharp price points for whole melons and also build large refrigerated or ice displays of cuts and halves, sold at higher per pound prices. This extra margin on cuts will provide nice profit mix and options for shoppers.

POPULAR DISPLAY THEMES

VEGGIE GRILLING:

Try a display that includes: *Vidalia Onions, Colored Peppers, Asparagus, Portabella Mushroom Caps & Slices, Eggplant, Count Russet Potatoes, and Green & Yellow Squash.*



You might even want to try a combination of these items at a common price per pound. Tie in "Garlic Expressions" and other marinades, and minced garlic.

CORN CRAZY:

Build a large, secondary display of **Sweet Corn**, using a bin dummied up to control your display quantities. Position a clean trashcan at the display for your customers to shuck their corn. To make very good margin, trim, strip, and tray-pack 5 ears of **Sweet Corn** and get premium retail for the added value and convenience.

TOMATO PATCH:

Create mass displays using **Grape, Vine Ripe, Beefsteak, Cocktail, Heirlooms, Mixed Cherry, and Cluster Tomatoes**. Be sure to add **Basil** to these displays.



DELIVERIES & PLANNING

- Order your **hard goods** and **semi-perishables** to hit your store early - by Tuesday, May 24 or Wednesday, May 25. Get 'em in and load up the department. These are items that you don't want to be fooling with come the weekend: *Salad Dressings, Dips, Salsa, Juices, Croutons, Fruit Dips, Nuts, etc.* Have your evening associates pack out these sections at night. Avoid that congestion in your aisle during business hours.
- Bring in your **hard vegetables** and **fruit** by Thursday, May 26. These lines and items include: *Potatoes, Onions, Carrots, Mini Carrots, Apples, Pears, Oranges, Lemons & Limes, Honeydew, Cantaloupe, Pineapples, and bin Watermelons.*
- There is no need to be overly cautious with bin **Watermelons**. This is only the beginning of the summer picnic season. Your risk is low even if you have a few extra melons after the holiday. Store Watermelons at room temperature.
- Bring in your **Sweet Corn** by the pallet and try to have it in by Thursday, May 26, and Friday, May 27, and keep it watered or iced down. 42 cases per pallet.

Memorial Day Schedule

Saturday 5/28:

Normal office and delivery schedule.

Sunday 5/29:

Normal office and delivery schedule.

Monday 5/30:

Normal delivery schedule, office open 8:30am - 1:00pm, taking orders for Tuesday 5/31 delivery.

Please contact your sales representative with any questions.

Have a happy and safe Memorial Day!

JUNE 2022

DISPLAY PROMOS

- GRAPES
- BERRIES
- HAITIAN MANGOS

AD FEATURES

- WATERMELONS
- STRAWBERRIES
- BLACKBERRIES
- RASPBERRIES
- BLUEBERRIES
- CHERRIES
- VIDALIA SWEET ONIONS
- SWEET CORN
- PEACHES

BEST OF SEASON

- GRAPES
- ATHENA-STYLE CANTALOUPE
- MANGOS
- PORTABELLA MUSHROOMS
- APRICOTS
- "VELVET" APRICOTS & APRUMS
- PEACHES (EARLY VARIETIES)
- NECTARINES (EARLY VARIETIES)
- RAINIER CHERRIES (BEGIN)
- COTTON CANDY GRAPES (BEGIN)

LOCAL (MID-ATLANTIC)

- LETTUCES
- HERBS
- LEEKS & SCALLIONS
- RADISHES
- KALES & COLLARDS
- CHARDS & DANDELION
- CABBAGES
- BLUEBERRIES (BEGIN FROM NJ)
- SWEET CORN (BEGIN)
- GRAPE TOMATOES (BEGIN)



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

Cut up a watermelon in 4 steps



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 (lbs)	70.5%	69.2%	59.8%



This cutting and yield study was conducted at the Food Innovation Center, a part of Oregon State University, on behalf of the National Watermelon Promotion Board in 2015.

FOR WATERMELON.ORG'S FULL RETAIL KIT, CHECK OUT: [WATERMELON.ORG/AUDIENCES/RETAILERS](https://www.watermelon.org/audiences/retailers)

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**

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:

- Avocado
- Peaches
- Nectarines
- Pineapples
- Bananas
- Mangoes

VEGGIES:

- Artichoke
- 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, Keilbasas, 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 shops for all of your customers grilling needs!

GRILLING PRODUCE

FRUIT

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

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!



VEGETABLES

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.

ONIONS

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

PEPPERS

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

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!

ASPARAGUS

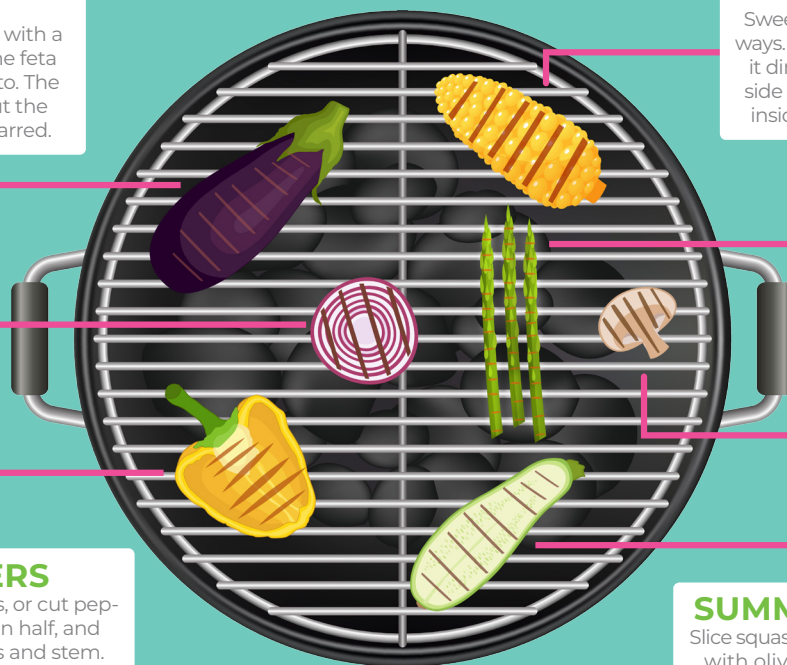
To make grilling asparagus a little easier, skewer the asparagus to avoid spears falling through the grates.

MUSHROOMS

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

SUMMER SQUASH

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



GRILLING TIPS:

- Clean grill grate, preheat the grate, and rub with olive oil so the fruit doesn't stick when grilled!
- For grill marks that are instagram-worthy, don't turn fruit more than once on the grill.
- Use firm, almost ripe fruit on medium-low heat.
- Skewers are perfect for grilling smaller fruits, like berries.



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.

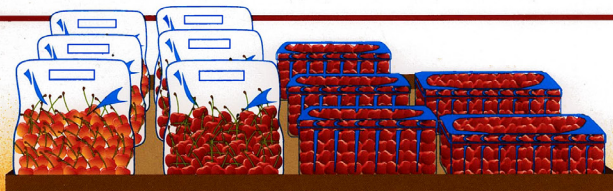


handle with care and reduce shrink

- 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

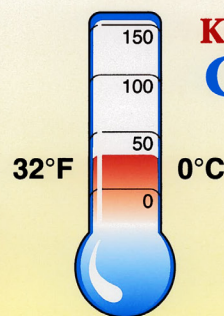
- Excellent storage and protection
- Promote in larger displays
- Don't stack more than 2-3 high
- Convenient
- Great for Rainier cherries
- Available in a variety of sizes

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.



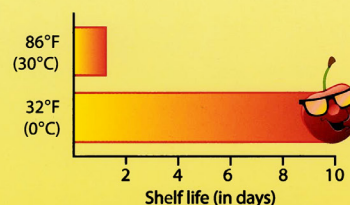
Keep cherries
COOL.

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!



www.nwcherries.com

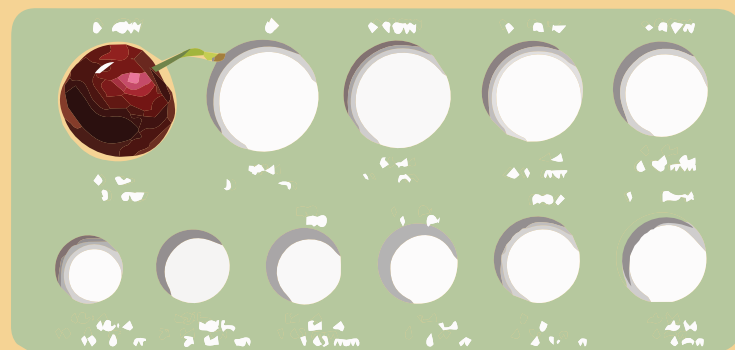


CHERRY SIZING

WHAT DOES THE "ROW" COUNT MEAN IN CHERRY DESCRIPTIONS? →

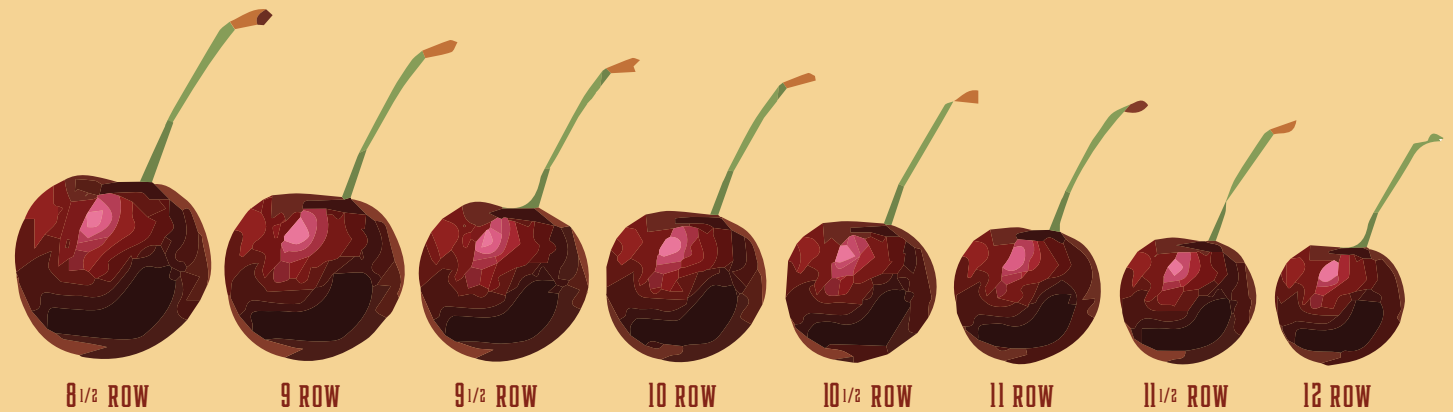
Cherries from the Northwest used to be packed in small 4-5 lb wooden boxes for shipping and the top layer would be packed into neat rows. The amount of cherries you could fit in a row across the top became the sizing scale.

Even when the industry began shipping in 15lb, 18lb and 20lb wood lug crates and later cardboard box – 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.



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?**

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

