

*Q4 Edition*

# THE **FOUR SEASONAL**

OCTOBER/NOVEMBER/DECEMBER 2022

**MERCHANDISING TIPS & IDEAS  
FOR INDEPENDENT RETAILERS**



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# OCTOBER 2022

## DISPLAY PROMOS

- STEWILT ORGANIC APPLES
- PUMPKINS & FALL ORNAMENTALS

## AD FEATURES

- EASTERN/LOCAL APPLES
- ORGANIC APPLES
- PEARS
- BROCCOLI
- GRAPES

## BEST OF SEASON

- CALIFORNIA GRAPES
- HONEYCRISP APPLES
- GALA APPLES
- MCINTOSH APPLES
- APPLE CIDER
- ORGANIC HEIRLOOM APPLES
- ASIAN PEARS
- BOSCH PEARS
- CONCORDE PEARS
- CRANBERRIES
- COLORED POTATOES
- BABY & FINGERLING POTATOES
- POMEGRANATES
- PERSIMMONS
- STEM BROCCOLI (LOCAL)
- CAULIFLOWER (ALL COLORS)
- ROMANESCO
- FENNEL
- BROCCOLI RABE
- BRUSSELS SPROUTS
- DELICATA SQUASH
- ACORN & SPAGHETTI SQUASH
- BUTTERNUT & HONEYNUT SQUASH

## SPECIALTY APPLES

- SWEETANGO
- SUGARBEE
- SNAP DRAGON
- OPAL



	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	<b>FRESH CROP APPLES / PUMPKINS &amp; FALL ORNAMENTALS / HARD SQUASH / GRAPE SEASON</b>						
WEEK 40							1 Expo East
	<b>APPLE &amp; CIDER FEST / PUMPKINS &amp; FALL ORNAMENTALS / HARD SQUASH / GRAPE SEASON</b>						
WEEK 41	2	3	4 Yom Kippur Begins at Sundown	5	6	7	8
	<b>APPLE &amp; CIDER FEST / PUMPKINS &amp; FALL ORNAMENTALS / HARD SQUASH / GRAPE SEASON</b>						
WEEK 42	9	10 Columbus Day	11	12	13	14	15
	<b>APPLE &amp; CIDER FEST / FALL COOKING / GRAPE SEASON</b>						
WEEK 43	16	17	18	19	20	21	22
	<b>HALLOWEEN / APPLE &amp; CIDER FEST / FALL COOKING</b>						
WEEK 44 / 45	23	24	25	26	27	28	29
	30	31 Halloween			Fresh Summit	Fresh Summit / Dia de los Muertos Begins	Fresh Summit

# 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.

# 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

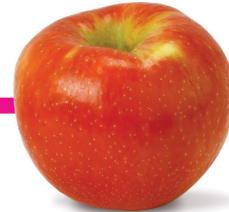


## AMBROSIA

**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

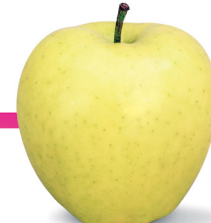


## COSMIC CRISP®

**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

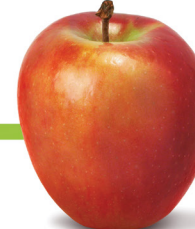


## SWEETANGO®

**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

## PRIMARY EASTERN PARTNERS

**HESS BROTHER'S**  
FRUIT COMPANY  
LANCASTER, PENNSYLVANIA

FOR MORE INFO:  
[hessbros.com](http://hessbros.com)



EST. 1800 1963

**HUDSON RIVER**  
**FRUIT**  
DISTRIBUTORS

FOR MORE INFO:  
[hudsonriverfruit.com](http://hudsonriverfruit.com)



FOR MORE INFO:  
[freconfarms.com](http://freconfarms.com)



## PRIMARY WESTERN PARTNERS



FOR MORE INFO:  
[stemilt.com](http://stemilt.com)



FOR MORE INFO:  
[chelanfresh.com](http://chelanfresh.com)



# APPLE CIDER SEASON



## ZEIGLER'S



	AVAILABILITY	CODE	DESCRIPTION	PK/SZ	UPC	
	Available Now	6226	CV Cider Apple	9-1/2 gal Zeigler's	034256000644	
	Available Now	3247	CV Cider Apple	4/1 gal Zeigler's	034256001283	
	Available Now	226005	CV Cider Cinnamon Spice	9-1/2 gal Zeigler's	034256250643	
	Available Now	226006	CV Cider Carmel Apple	9-1/2 gal Zeigler's	034256270641	
	Available Sept Only	9/9/22	226007	CV Cider Apple Gala Blend	9-1/2 gal Zeigler's	034256010643
	Available Oct-Dec	10/7/22	225997	CV Cider Apple Honeycrisp Blend	9-1/2 gal Zeigler's	034256040540
	Pre-order	9/23/22	222020	CV Cider Autumn Harvest	4/1 gal Zeigler's Shelf Stable	034256251282
	Pre-order	9/23/22	222021	CV Cider Autumn Harvest	9-1/2 gal Zeigler's Shelf Stable	003425625064



## Country Acres APPLE CIDER Quality Blend



	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 Now	222097	CV Cider Apple	12/16 oz Country Acres	831134000532
	End of Sept	226659	OG Cider Apple	9-1/5 gal Country Acres	831134000518



# PRODUCT SPOTLIGHT: ANDY BOY BROCCOLI RABE



**BOOSTS IMMUNE SYSTEM**  
Get over 50% of your daily value of vitamins A & C in 3.5 oz

**SUPPORTS HEART HEALTH**  
Contains strong anti-inflammatory nutrients, such as folate and vitamin C

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

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

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

**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 October, 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](http://www.andyboy.com)!



# GUIDE TO HARD SQUASH



## ACORN/GOLDEN ACORN

- Small and round like an acorn
- Sweet, slightly nutty vegetable flavored flesh
- Dark green skin, patched with orange
- Packed with fiber



## GOLDEN NUGGET

- Looks like a small pumpkin
- Sweet, orange flesh



## BLUE/GOLDEN HUBBARD

- Very hard skin
- Great for pie filling
- Excellent shelf life



## 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



**NATURESWEET**  
**TOMATOES**  
 Available at  
**FOUR SEASONS**



**Cherubs®**  
**Grape Tomatoes**  
 Heavenly Salad Tomatoes



**Glorys®**  
**Cherry Tomatoes**  
 Fresh Ingredient Tomatoes



**Constellation™**  
 A Tomato for  
 Every Occasion



**Twilight™**  
 A Darker,  
 Richer Tomato



**Comets™**  
 Out of This  
 World Sweetness

**D'VINES**  
 Cherry  
 Tomatoes  
 on the Vine



**To-Go  
 Cherubs® &  
 Constellation™**  
 Oh-so-sweet.  
 So-good-for-you.  
 Perfectly Portioned...



**November and December are the biggest sales months of the year for Specialty Onions for holiday cooking. Pearl, Boiler, Cipollini, and Shallots all see excellent sales!**





# NOVEMBER 2022

## DISPLAY PROMOS

- NORTHWEST PEARS
- SUGARBEE APPLES

## AD FEATURES

- GREEN BEANS & ASPARAGUS
- SWEET POTATOES
- POTATOES (ALL COLORS & RUSSET)
- NORTHWEST APPLES & PEARS
- CLEMENTINE MANDARINS (BEGIN)

## BEST OF SEASON

- PERSIMMONS
- POMEGRANATES & ARILS
- CRANBERRIES
- MEDJOO DATES
- CHESTNUTS
- NUTS FOR SNACKING & BAKING
- HONEYCRISP APPLES
- FUJI & PINK LADY APPLES
- GRANNY SMITH APPLES
- APPLE CIDER
- ANJOU PEARS (RED & GREEN)
- COMICE PEARS
- SWEET POTATOES
- STOKES PURPLE SWEET POTATOES
- BRUSSELS SPROUTS & STALKS
- CAULIFLOWER
- RUTABAGAS, PARSNIPS, TURNIPS
- FENNEL
- WHITE MUSHROOMS
- RUSSET & WHITE POTATOES
- BABY & FINGERLING POTATOES
- BLUEBERRIES (PERU & MEXICO)
- SATSUMA MANDARINS (BEGIN)
- CLEMENTINE MANDARINS (BEGIN)

## SPECIALTY APPLES

- SUGAR BEE
- SNAP DRAGON
- OPAL
- JAZZ
- LADY ALICE
- ENVY



	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
WEEK 45	<b>FALL FRUIT (POMEGRANATES, PERSIMMONS, NUTS) / PEAR SEASON / FALL COOKING</b>						
			1 <small>Dia de los Muertos Ends</small>	2	3	4	5
WEEK 46	<b>FALL FRUIT (POMEGRANATES, PERSIMMONS, NUTS) / PEAR SEASON / FALL COOKING</b>						
	6 <small>Daylight Saving Time Ends</small>	7	8 <small>Election Day</small>	9	10	11 <small>Veterans Day</small>	12
WEEK 47	<b>THANKSGIVING / HOLIDAY BAKING</b>						
	13	14	15	16	17	18	19
WEEK 48	<b>THANKSGIVING / HOLIDAY BAKING</b>						
	20	21	22	23	24 <small>Thanksgiving</small>	25 <small>Black Friday</small>	26 <small>Small Business Saturday</small>
WEEK 49	<b>MANDARIN SEASON / HOLIDAY BAKING</b>						
	27	28 <small>Cyber Monday</small>	29 <small>Giving Tuesday</small>	30			

# THANKSGIVING MERCHANDISING

THANKSGIVING IS NOVEMBER 24, 2022

## 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

### BAKING

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

### DECORATIVE

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

### 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)

### VALUE ADDED

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

## 10 TIPS & REMINDERS TO HELP YOU THIS THANKSGIVING

**1 Nut and Baking Displays** should be built during early to mid-November. Nuts are not just for baking, they are good sellers as healthy, high energy snacks. Nuts and baking products will sell well through New Year's.

**What to Include:** *In-shell & Shelled Mixed Nuts* and *Walnuts, Fresh Chestnuts and Roasted/Peeled Chestnuts, Pistachios, Almonds, Raisins, Dried Cranberries, Baking Dates, Medjool Dates,* and *Dried Figs*. Some stores continue to have customers ask for *Candied Fruit* for making fruitcake.

**Refill:** Initial *Diamond California Shelled*, and *In-shell nut* orders have had prorates, shipping delays, and other pandemic related challenges. We'll be refilling throughout November and December from East Coast storage centers as available. Re-order early so you can stay ahead as product sells down.



**2 Convenience and Recipe-Ready Products** save time for busy meal preparers and sell well the week before Thanksgiving. Offer 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



### 3 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.

### 4 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 **Russets** 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.



### 5 Classic Thanksgiving ingredients for holiday side dishes drive sales. Be ready with:

**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: **White Mushrooms, Fresh Cranberries, Brussels Sprouts, Rutabagas, Parsley, Fresh Herbs (including poultry blend), Leeks, Baby Peeled & Whole Carrots, Green Beans, and White Pearl & Cipollini Onions.**

### 6 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.



**7 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.



**8 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.

**9 "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), Cabbage & Cole Slaw Mixes, Parsnips, Rutabagas, Bananas** (stay ahead on color), **Grapes, Jarred fruits** and **Citrus salad**, and **Pineapples**.

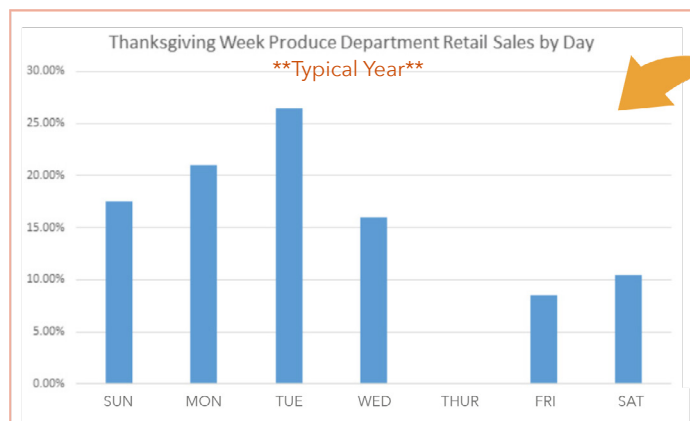
**10 Labor Scheduling and Order Planning can have a huge impact on your Thanksgiving Sales.**

**ORDERING 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 11/23**, that should be for last minute fill in and Friday sales.

**ORDERING TIP #2:** Bring in warm table and hard items in for **THURS 11/17 - SAT 11/19** and fresh items in by **SAT 11/19 - MON 11/21 BEFORE** Thanksgiving so you and your staff are on the sales floor **TUES 11/22** and **WED 11/23**, not in the back room waiting on and unloading trucks.

**LABOR 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.

**LABOR 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! And Be Successful! Have a great holiday! And 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!

# 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 dummed 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, POM arils have become a very popular SKU. 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
- The word pomegranate means “apple with many seeds”
- In the right growing conditions, pomegranate trees can live up to 200 years
- 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!



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.

# POTATO & SWEET POTATO PARTNER BRANDS



FOR MORE INFO:  
[tastefulselections.com](http://tastefulselections.com)



FOR MORE INFO:  
[littlepotatoes.com](http://littlepotatoes.com)



FOR MORE INFO:  
[greengiantfresh.com](http://greengiantfresh.com)



*Steam It!*  
**honey drops**

FOR MORE INFO:  
[nwfarms.net](http://nwfarms.net)



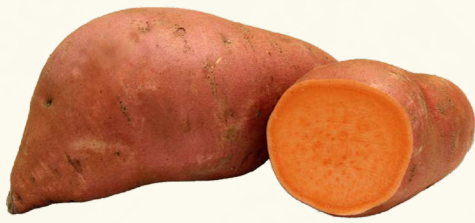
FOR MORE INFO:  
[athomasproduce.com](http://athomasproduce.com)



FOR MORE INFO:  
[melissas.com](http://melissas.com)

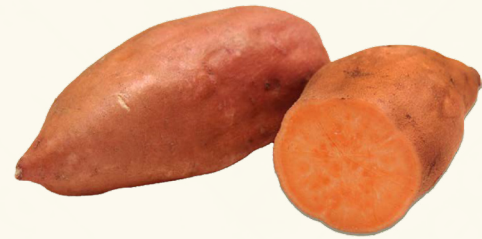


# GUIDE TO SWEET POTATOES



## 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



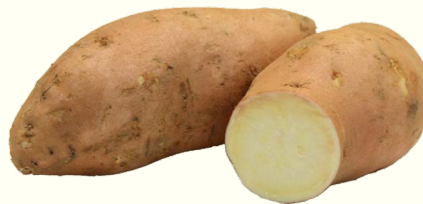
## COVINGTON/BEAUREGARD

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



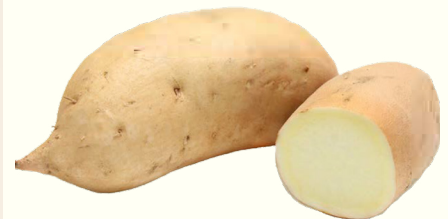
## JAPANESE SWEET

**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 2022

## DISPLAY PROMOS

- WONDERFUL BRANDS (HALOS, POMEGRANATES, PISTACHIOS)
- PERUVIAN BLUEBERRIES

## AD FEATURES

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

## BEST OF SEASON

- SATSUMA MANDARINS
- CLEMENTINE MANDARINS
- NAVEL ORANGES
- GRAPEFRUIT
- PUMMELOS
- POMEGRANATES & ARILS
- COMICE & BOSCH 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



	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
WEEK 49	MANDARIN SEASON / HOLIDAY BAKING						
					1	2	3
WEEK 50	MANDARIN SEASON / HOLIDAY BAKING						
	4	5	6	7 New York Produce Show	8	9	10
WEEK 51	HANUKKAH MEALS / HOLIDAY BAKING & PARTIES / MANDARIN SEASON						
	11	12	13	14	15	16	17
WEEK 52	CHRISTMAS MEALS & PARTIES / HANUKKAH MEALS / MANDARIN SEASON						
	18 Hanukkah Begins at Sundown	19	20	21 First Day of Winter	22	23	24 Christmas Eve
WEEK 53	HOLIDAY PARTIES						
	25 Christmas Day	26 Last Day of Hanukkah	27	28	29	30	31 New Year's Eve

# DECEMBER HOLIDAY MERCHANDISING

**HANUKKAH 2022 BEGINS:** SUNDAY, DECEMBER 18 (BEGINS AT SUNDOWN)

**CHRISTMAS DAY 2022:** SUNDAY, DECEMBER 25 **NEW YEAR'S DAY 2023:** SUNDAY, 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

### 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. 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, globe grapes, and FL navels. Include modern varieties like premium CA navels, WA fuji, granny smith, and honeycrisp. 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

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 and Guacamole!

## 5. DECEMBER HOLIDAYS ARE HISTORICALLY MORE FRUIT FOCUSED

December is more fruit focused than Thanksgiving, which was more about vegetables. 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 2022 is December 18 (begins at sundown) - December 26.**



## 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 16th 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 16th-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 12/22 and 12/23. Plan ahead so you won't be waiting on items those days that could have been brought in earlier.



## PRODUCT SPOTLIGHT: CLEMENTINES & 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 "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 customer who just wants a sweet snack when on the run. Bags 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.

