

# DECEMBER HOLIDAY MERCHANDISING

**HANUKKAH 2023 BEGINS:** THURSDAY, DECEMBER 7 (BEGINS AT SUNDOWN)

**CHRISTMAS DAY 2023:** MONDAY, DECEMBER 25 **NEW YEAR'S DAY 2023:** MONDAY, JANUARY 1

The December holidays are filled with ethnic, religious and cultural traditions that influence your customers' food choices. Understand the preferences of your shoppers? Know your customers and the cultural make-up of the neighborhoods near your store. This will aid you in creating merchandising and sales opportunities by catering to their individual needs through fresh produce variety, displays and special offerings, as well as inspiring meal or party ideas.

Use this checklist of suggestions and tips to help you plan so you can please your customers and set sales records in your produce department this Holiday season.

## TRADITIONAL "MUST-HAVES" CHECKLIST

### VEGETABLES

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

### FRUIT

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

### BAKING

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

### DECORATIVE

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

### HARD GOODS

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

### VALUE ADDED

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

## THE 12 TIPS & REMINDERS TO HELP YOU THIS DECEMBER

### 1. NUT & DRIED FRUIT DISPLAYS

Nut & Dried Fruit Displays should include:

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

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

Take a good look at your inventory on **Glacé/Candied Fruit** and holiday shipper displays around **December 12th-15th** to make sure that you have it all out on the sales floor. Consider reducing the retail so you don't carry it over past the holiday. Turn your cash over and start out fresh next year.



### 2. PARTY TRAYS & GIFT BASKETS

These are a **MUST** during the holidays for those hosting parties or going to gatherings!

**Veg and fruit trays sell very well** during December. Plan out your orders with your Four Seasons rep.



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



### 3. EASY-PEEL MANDARINS

Easy-peel Mandarins, for snacking and giving, continue to be- come more popular around the holidays. Offer Clementine and Satsuma Mandarins in 2 or 3lb bags. Keep a few gift boxes around. Loose or tote bag displays of Stem & Leaf Mandarins can really make a statement!



### 4. CONVENIENCE PRODUCTS SAVE HOSTS' TIME

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

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



### 5. DECEMBER HOLIDAYS ARE HISTORICALLY MORE FRUIT FOCUSED

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

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

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



### 6. HERBS & STUFFING INGREDIENTS

Herb & Stuffing ingredients sell well but not as much as a Thanksgiving, as more different meats are cooked for the holiday feast:

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

### 7. HIGHLIGHT GREAT HOLIDAY MOVERS

These items are popular holiday side dishes:

- Green Beans
- Broccoli
- Cauliflower
- Brussels Sprouts (both loose and on the stalk to create excitement in your veg displays)
- Asparagus
- Fresh Cranberries
- Green Cabbage
- Cole Slaw Mixes
- Yukon or Red Potatoes
- Pearl and Boiler Onions





## 8. TRADITIONAL HANUKKAH INGREDIENTS

- Honey
- Sweet Potatoes (Yams)
- Soup Mix (root vegetables)
- Walnuts
- Raisins
- Onions
- Parsnips
- Apples
- Oranges
- Tangerines
- Potatoes for Latkes
- Falafel
- Donuts
- Chocolate Candy (Gelt)



**Hanukkah 2023 is December 7 (begins at sundown) - December 15.**

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

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

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



## 10. ETHNIC SPECIALTIES

### MEDITERRANEAN:

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

### LATINO CUISINE:

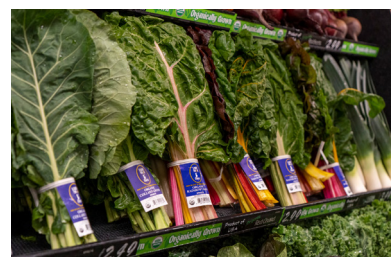
- Cilantro
- Tomatillo
- Batata
- Yuca
- Eddoes
- Yautia
- Plantains
- Calabaza
- Avocados
- Chayote
- Meridol Papaya
- Butternut Squash
- Acorn Squash
- Varietal Eggplant

### EASTERN EUROPEAN:

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

### SOUTHERN COOKING:

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



## 11. ORDER & DISPLAY PLANNING TIPS

- Key Christmas produce displays should be in place by December 16th to maximize sales and profits and to keep your labor force as efficient as possible.
- Bring in your tonnage and items on your December 15th-19th deliveries.
- Stay ahead on your "hard goods" like potatoes, onions and dips. Your shrink risk is minimal, but if you are out of product and waiting for deliveries you are going to miss sales and disappoint customers.
- Keep bananas with good yellow color on display – these are great in fruit salads! Stay ahead with color.
- Beginning on the Wednesday prior to Christmas, every day will be busy and you'll want to capture as many sales as you can.

December 2023						
S	M	T	W	T	F	S
26	27	28	29	30	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	1	2	3	4	5	6

## 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 delivery trucks those days with items that could have been brought in earlier.