

# 2024 Easter Notes

## EASTER IS MARCH 31

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)

#### 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

#### DECORATIVE

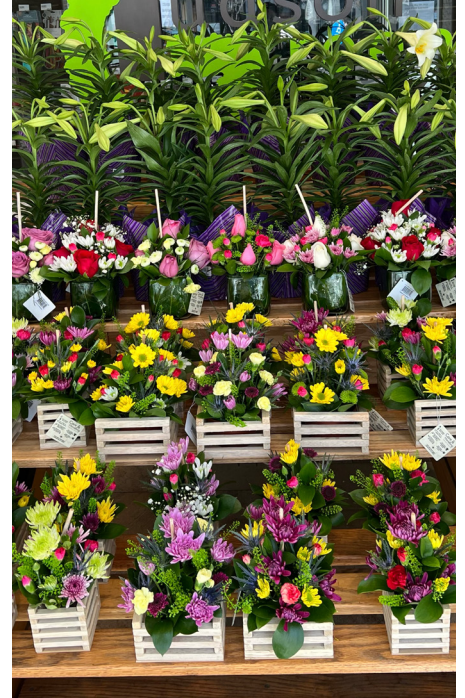
- ☐ Potted Bulbs & Flowers
  - ☐ Fresh-Cut Flowers
  - ☐ Palm Crosses
- \*\*all of these items had to be pre-ordered*





# 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.**



## 2024 Easter Schedule



**FRIDAY 3/29:** Normal office and delivery schedule.

**SATURDAY 3/30:** Normal office and delivery schedule. Taking orders for approved Sunday and Monday deliveries.

**SUNDAY 3/31:** Office **CLOSED**. Modified delivery schedule.

**MONDAY 4/1:** Normal office and delivery schedule.