

MEMORIAL Day MERCHANDISING TIPS

MEMORIAL DAY IS MONDAY, MAY 27

MERCHANDISING ACTIONS

- **Timing!** Your fruit counters should be reset with fresh crop **Stone Fruit, Soft Fruit, Grapes, and Melons** by Thursday, May 23. 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 21 or Wednesday, May 22. 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 23. 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 23, and Friday, May 24, and keep it watered or iced down. 42 cases per pallet.



FOUR SEASONS MEMORIAL DAY SCHEDULE

SATURDAY 5/25:

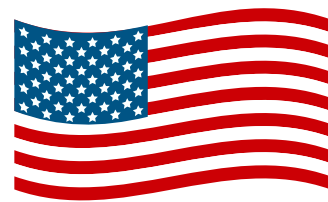
Normal office and delivery schedule.

SUNDAY 5/26:

Normal office and delivery schedule.

MONDAY 5/27:

Normal delivery schedule, office open 8:30am - 1:00pm, taking orders for Tuesday 5/28 delivery.



Please contact your sales representative with any questions.

Have a happy and safe Memorial Day!