

PASSOVER MERCHANDISING

PASSOVER WILL BEGIN AT SUNDOWN ON APRIL 12TH AND CONTINUE THROUGH APRIL 20TH.

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



IMPORTANT PASSOVER HOLIDAY ITEMS:

VEGETABLES:

- | | |
|--|--------------------------------------|
| <input type="checkbox"/> Beets | <input type="checkbox"/> Red Cabbage |
| <input type="checkbox"/> Carrots | <input type="checkbox"/> Turnips |
| <input type="checkbox"/> Parsley & Parsley Root | <input type="checkbox"/> Parsnips |
| <input type="checkbox"/> Kirby & Euro Cucumbers | <input type="checkbox"/> Fennel |
| <input type="checkbox"/> Green & Colored Peppers | <input type="checkbox"/> Garlic |
| <input type="checkbox"/> Celery & Celery Root | <input type="checkbox"/> Rosemary |
| <input type="checkbox"/> Scallions | <input type="checkbox"/> Basil |
| <input type="checkbox"/> Spinach | <input type="checkbox"/> Thyme |
| <input type="checkbox"/> Green Vegetables (No Beans) | <input type="checkbox"/> Oregano |

FRUIT:

- 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

BITTER HERBS FOR SEDAR PLATE

- Horseradish
- Dill
- Endive
- Escarole
- Romaine Lettuce
- Leeks
- Onions
- Ginger
- Soup Mix

Book orders now for:

- 50lb Horseradish
- 25 lb Turnips
- Beets & Parsnips
- Full Case Dill
- Root Parsley
- Leeks

CERTIFIED KOSHER FOR PASSOVER ON SELECT ITEMS:

- Dole** - YES
- Fresh Express** - YES
- organicgirl** - YES
- Little Leaf** - NO
- Attitude/Veg Pro** - NO
- Olivia's Salads** - NO
- Olivia's/State Garden Butternut** - YES
- Taylor Farms** - NO
- Earthbound** - YES



2025 Easter Merchandising



EASTER IS SUNDAY, APRIL 20

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)
- Carrots
- 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

HARD GOODS

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

FRUIT

- Strawberries
- Blueberries
- Blackberries
- Raspberries
- Cantaloupes
- Grapes (red & green seedless)
- Honeydew
- Lemons
- Limes
- Mandarins
- Navel Oranges (CA)
- Pineapples
- Watermelons (regular, mini seedless, cuts)

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*



Easter Planning Tips



Plan Your Ordering and Delivery Timelines for Easter

To ensure smooth and efficient department operations, **work with your rep to plan your ordering and delivery schedules in advance.** Having product on hand - rather than waiting on trucks - allows you to focus on the sales floor and engage with customers effectively.

Order Early to Avoid Delays

Bringing in holiday tonnage items ahead of time helps reduce pressure on warehouse selectors, loaders, and trucks, minimizing late deliveries in the critical days leading up to Easter weekend.

- **Order semi-perishable and hard tonnage items early** and have them in stores by the **Tuesday before Easter.**
- Develop an **off-hour or evening fill schedule for hard goods** to maintain organization and efficiency.



Stay Ahead with Key Items

- **Keep tomato and banana color on hand** to ensure ready-to-eat, mature fruit is available for customers looking to consume it immediately.
- Expect **Friday and Saturday to be high-traffic days**, as Easter business tends to peak late.



Planning ahead will help your department run smoothly, ensuring a successful holiday weekend.

2025 Easter Schedule

FRIDAY 4/18 (GOOD FRIDAY):

Normal office and delivery schedule.

SATURDAY 4/19:

Normal office and delivery schedule. Taking orders for approved Sunday and Monday deliveries.

SUNDAY 4/20 (EASTER):

Office **CLOSED**. Modified delivery schedule.

MONDAY 4/21:

Normal office and delivery schedule.