



FOUR SEASONAL

OCTOBER/NOVEMBER/DECEMBER 2025

Produce Merchandising Tips & Ideas
for Independent Retailers

Q4
EDITION

OCTOBER/NOVEMBER/DECEMBER 2025



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4TH QUARTER 2025 CONTESTS & PROMOTIONS



Snap Dragon Apples Contest



Duckwall Pears



**Stemilt Organic Apples
Promo & Display Contest**



Fall Ornamentals



Fall Veg Brocc/Cauli



Hard Squash



Fair Trade Month



**Breast Cancer
Awareness**



**Stemilt Organic Apples
Promo & Display Contest**



Thanksgiving Displays



Halos Mandarins Contest



Calavo Display Contest



**Holiday Wreaths, Floral,
Plants, & Pointsettias**



Gift Box Navel Oranges
preorder opportunity



Broccoli Tree Displays



**Christmas & New Years
Displays**

OCT

NOV

DEC



FEATURED ITEMS

- Eastern/Local Apples
- Organic Apples
- Premium Grapes
- Pears
- Broccoli
- Pumpkins & Ornamentals

BEST OF SEASON

- Premium Red & Green Grapes
- Honeycrisp Apples
- Gala Apples
- McIntosh Apples
- Apple Cider
- Asian & Bosc Pears
- Happi Pears
- Cranberries
- Color Potatoes
- Baby & Fingerling Potatoes
- Pomegranates
- Persimmons
- Stem Broccoli (*local*)
- Cauliflower (*all colors*)
- Fennel
- Brussels Sprouts
- Butternut & Honeynut Squash
- Delicata Squash
- Acorn & Spaghetti Squash

PREMIUM APPLES

- Snap Dragon
- Sweetango
- Sugar Bee
- Opal
- Lucy Glo & Lucy Rose (*red flesh*)

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	APPLE & CIDER FEST / PUMPKINS & FALL ORNAMENTALS / HARD SQUASH / GRAPE SEASON						
WEEK 40	28	29	30	1	2	3	4
				Yom Kippur begins at sundown	Yom Kippur ends at sundown		
	APPLE & CIDER FEST / PUMPKINS & FALL ORNAMENTALS / HARD SQUASH / GRAPE SEASON						
WEEK 41	5	6	7	8	9	10	11
	APPLE & CIDER FEST / PUMPKINS & FALL ORNAMENTALS / GRAPE SEASON						
WEEK 42	12	13	14	15	16	17	18
		Columbus Day / Indigenous Peoples' Day			IFPA Show	IFPA Show	IFPA Show
	APPLE & CIDER FEST / FALL COOKING / GRAPE SEASON / HALLOWEEN						
WEEK 43	19	20	21	22	23	24	25
		Diwali					
	APPLE & CIDER FEST / FALL COOKING / GRAPE SEASON / HALLOWEEN						
WEEK 44	26	27	28	29	30	31	1
						Halloween	

OCTOBER = LOCAL PA BROCCOLI & CAULIFLOWER

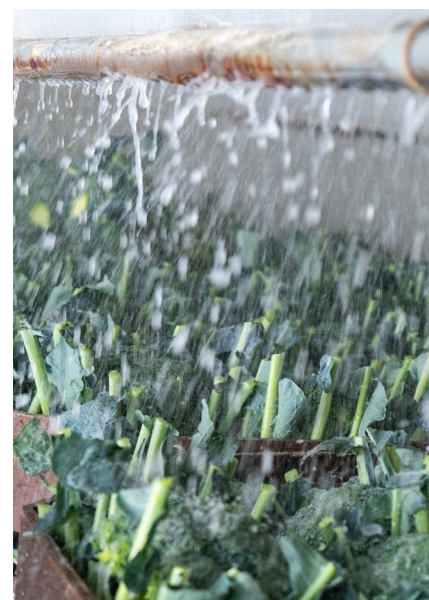
LOCAL Stem Broccoli, 110ct bins (code 631), and Jacket Cauliflower, 9ct bikini-cut (code 954), 9ct carton (code 956), and 60ct Bins - code 999), and are in peak season for October from Lancaster County, Pennsylvania!



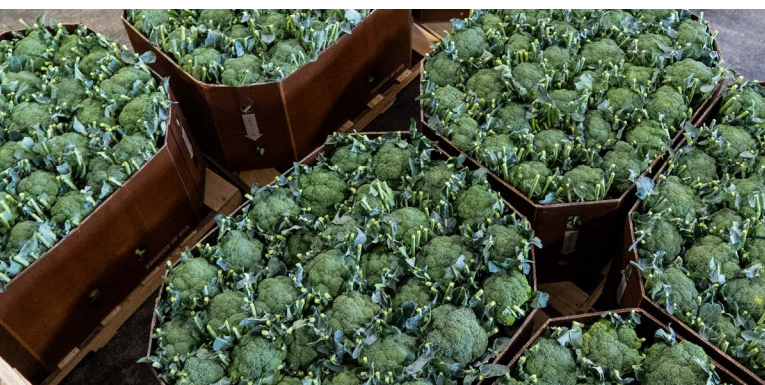
These fresh fall veggies are harvested on family farms with some of the stems and leaves still attached for that farm-market look!



Ephraim Zook - New Holland, PA
Sunrise Acres Farm



Hydro-cooled in wax bins.



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.



OH, SNAP! YOUR FAVORITE APPLE IS BACK.



LEGENDARY FLAVOR.

Spicy-sweet. A hint of vanilla. Get ready to send your taste buds on an epic quest.

ADVENTURE IS CALLING.

SnapDragon's monster crunch will leave you feeling satisfied and energized...ready to seize the day. It's ideal as a snacking apple or sliced in salads, and pairs beautifully with light cheeses, peanut butter and so much more. |

SWEET WITH A SNAP.

When you want a healthy, satiating snack, pick a SnapDragon apple, which contains no fat, sodium or cholesterol and is an excellent source of fiber. And thanks to the energizing rush of natural sugars, a SnapDragon is a healthy alternative to that second cup of coffee.

FOUR SEASONS PRODUCE SNAP DRAGON CODES

CODE: 5118
CV Apples Snap Dragon 27 lb

CODE: 5119
CV Apples Snap Dragon 12/2 lb

CODE: 32249
POS Snap Dragon Display Bin 1ct

CODE: 232803
POS Snap Dragon Empty Box 1ea

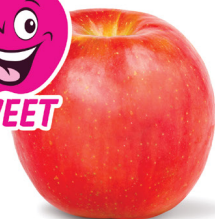
CODE: 241380
POS Snap Dragon Header Card



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

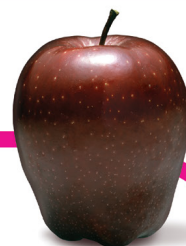


HONEYCRISP

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

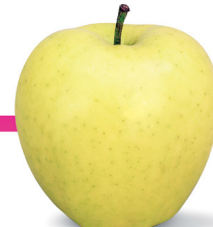


COSMIC CRISP®

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



PINATA®

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

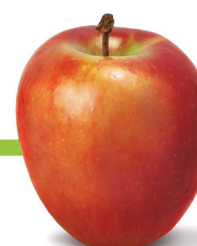


SWEETANGO®

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



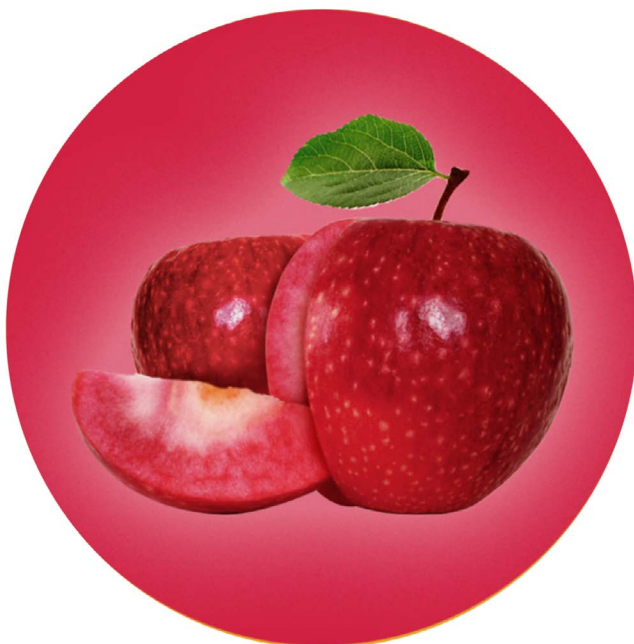
RAVE®

FLAVOR: Outrageously juicy with a refreshing snappy zing

PARENTS: Honeycrisp and MonArk

USAGE: Snacking, Salads, Pairing with Cheese

The Apple That Radiates Beauty From Within



Lucy Rose®

SWEET WITH A HINT OF BERRY!

The Lucy™ Rose boasts a sweet flavor with a hint of berry, beautiful red skin on the outside and naturally red inside. They are the perfect crisp, snacking apple and are striking in fresh salads or as an attractive surprise element in your favorite baking recipes.



Lucy Glo®

TART WITH A HINT OF SWEET!

The Lucy™ Glo is a tasty and tart apple with a hint of sweetness. It has a blushing gold skin and is naturally red on the inside. Lucy™ Glo Apples are tasty in salads, eaten fresh as a snack, or try juicing them for a vibrant pink beverage!

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	6247	CV Cider Apple	4/1 gal Zeigler's	034256001283
Available Now	226005	CV Cider Cinnamon Spice	9-1/2 gal Zeigler's Shelf Stable	034256250643
Available Now	226006	CV Cider Carmel Apple	9-1/2 gal Zeigler's Shelf Stable	034256270641
Available Sept Only	226007	CV Cider Apple Gala Blend	9-1/2 gal Zeigler's Shelf Stable	034256010643
Available Oct-Dec	225997	CV Cider Apple Honeycrisp Blend	9-1/2 gal Zeigler's Shelf Stable	034256040540
Pre-order	222020	CV Cider Autumn Harvest	4/1 gal Zeigler's Shelf Stable	034256251282
Pre-order	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 Sept	222097	CV Cider Apple	12/16 oz Country Acres	831134000532
Available End of Sept	226659	OG Cider Apple	9-1/2 gal Country Acres	831134000785


MAYER BROS.
SINCE 1852
FINE BEVERAGES



AVAILABILITY	CODE	DESCRIPTION	PK/SZ	UPC
Available now	46007	OG Cider Apple	9/52 oz Mayer Bros	022198004059

GUIDE TO HARD SQUASH



ACORN/GOLDEN ACORN

- Small and round like an acorn
- Sweet, slightly nutty vegetable flavored flesh
- Versatile in cooking, roasting
- Packed with fiber



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"



KOGINUT

- Cross between a Kabocha and Butternut
- Ideal halved and roasted
- Flavor is sweet, creamy, and nutty
- Smooth texture



BUTTERNUT

- Most popular hard squash variety
- Orange flesh
- Versatile in cooking, roasting
- Ideal blended for soup



RED KURI

- Japanese variety
- Orange exterior, yellow flesh
- Nutty & sweet



CARNIVAL

- Pale, orange flesh
- Relative of Acorn & Sweet Dumpling



SPAGHETTI

- Mild & sweet flavor
- Flesh comes out like pasta strands when cooked - hence the name



DELICATA

- Yellow flesh
- Tastes like a sweet potato
- Edible shell - no peeling needed!



SWEET DUMPLING

- Mildly sweet
- Tender, orange flesh



GOLDEN NUGGET

- Looks like a small pumpkin
- Sweet, orange flesh



TURBAN

- Gets its name from its unique shape
- Use as decoration, soup bowl, or a floral arrangement

PERSIMMONS GUIDE

PEAK SEASON IS OCTOBER AND NOVEMBER

FUYU PERSIMMONS

APPEARANCE:

Short, flat and squat, with light-orange skin

WHEN'S IT READY?

Sweet when picked, can be enjoyed right away crunchy and when soft

HOW TO EAT:

Rinse, remove leaf calyx, slice for a sweet fall spice snack or chop to add to a fall fruit salad of apples, pears, pomegranate arils and grapes



**ALWAYS
READY TO EAT**

HACHIYA PERSIMMONS

APPEARANCE:

Cone-shaped with bright-orange skin

WHEN'S IT READY?

Must ripen at room temperature to a soft, gooey state before eating, baking, or cooking

HOW TO EAT:

When soft, rinse, slice the top off, spoon out the pudding like flesh for a sweet snack or to use as an ingredient in baking

HEADS UP!

Hard, unripe Hachiyas, are full of tannins and are so astringent that they'll draw your cheeks and lips to a pucker



**FIRST MUST
RIPEN TO SOFT**



FEATURED ITEMS

- Green Beans & Asparagus
- Sweet Potatoes
- Potatoes (all colors & Russet)
- Apples & Pears
- Mandarins

BEST OF SEASON

- Persimmons
- Pomegranates & Arils
- Cranberries
- Medjool Dates
- Chestnuts
- Nuts for Snacking & Baking
- Honeycrisp, Fuji, Granny Smith, Pink Lady Apples
- Anjou, Bartlett, & Bosc Pears
- Comice Pears
- Sweet Potatoes
- Stokes Purple Sweet Potatoes
- Brussels Sprouts & Stalks
- Cauliflower
- Rutabagas, Parsnips, Turnips
- Fennel
- White & Crimini Mushrooms
- Russet & White Potatoes
- Blueberries (Peru & Mexico)
- Navel Oranges (begin)
- Satsuma Mandarins (begin)
- Clementine Mandarins (begin)
- Florida Pummelos

PREMIUM APPLES

- Sugar Bee
- Sweetango
- Rockit & Opal
- Envy
- Lucy Glo & Rose
- Evercrisp
- Snap Dragon
- Aura



NOVEMBER 2025

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	APPLE & CIDER FEST / FALL COOKING / GRAPE SEASON						
WEEK 44	26	27	28	29	30	31	1
	FALL FRUIT (POMEGRANATES, PERSIMMONS, NUTS) / PEAR SEASON / FALL COOKING						
WEEK 45	2	3	4	5	6	7	8
	Daylight Saving Time ends		Election Day				
	FALL FRUIT (POMEGRANATES, PERSIMMONS, NUTS) / PEAR SEASON / FALL COOKING						
WEEK 46	9	10	11	12	13	14	15
			Veterans Day				
	THANKSGIVING / HOLIDAY BAKING / FALL FRUIT						
WEEK 47	16	17	18	19	20	21	22
	THANKSGIVING / HOLIDAY BAKING / MANDARIN SEASON						
WEEK 48/49	23	24	25	26	27	28	29
	30				Thanksgiving Day	Black Friday	Small Business Saturday

THANKSGIVING MERCHANDISING

THANKSGIVING IS NOVEMBER 27, 2025

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

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)

FRUIT

- ☐ Apples - Granny Smith & Honeycrisp
- ☐ Apples - McIntosh, Cortland, & Rome
- ☐ Berries
- ☐ Cranberries
- ☐ Grapes
- ☐ Mandarins - Clementines & Satsumas
- ☐ Oranges - Navel
- ☐ Persimmons - Fuyu & Hachiya
- ☐ Pomegranates - Whole & Arils

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

DECORATIVE

- ☐ Fresh Cut Flowers
- ☐ Floral Mums

****All items pre-ordered**



NUTS & BAKING

- ☐ In-shell Mixed Nuts and Walnuts
- ☐ Shelled Mixed Nuts and Walnuts
- ☐ Fresh Chestnuts
- ☐ Roasted/Peeled Chestnuts
- ☐ Pistachios
- ☐ Almonds
- ☐ Raisins
- ☐ Dried Cranberries
- ☐ Baking Dates
- ☐ Medjool Dates
- ☐ Dried Figs
- ☐ Glacé/Candied Fruit (for making fruitcake)

****Re-order early so you can stay ahead as product sells down.**



HELPFUL INFO FOR THIS THANKSGIVING

CONVENIENCE AND RECIPE-READY PRODUCTS

Save time for busy meal preparers and sell well the week before Thanksgiving by offering 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





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.



CLASSIC THANKSGIVING INGREDIENTS FOR HOLIDAY SIDE DISHES DRIVE SALES.

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
- White Pearl & Cipollini Onions



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 Russet Potatoes 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.



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.



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.



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.



"WHOOOPS, 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
- Bananas (stay ahead on color)
- Grapes
- Jarred fruits and Citrus Salad
- Pineapples
- Artichokes
- Fennel (Anise)
- Cabbage & Cole Slaw Mixes
- Parsnips
- Rutabagas



LABOR SCHEDULING AND ORDER PLANNING CAN HAVE A HUGE IMPACT ON YOUR THANKSGIVING SALES.

ORDERING TIPS

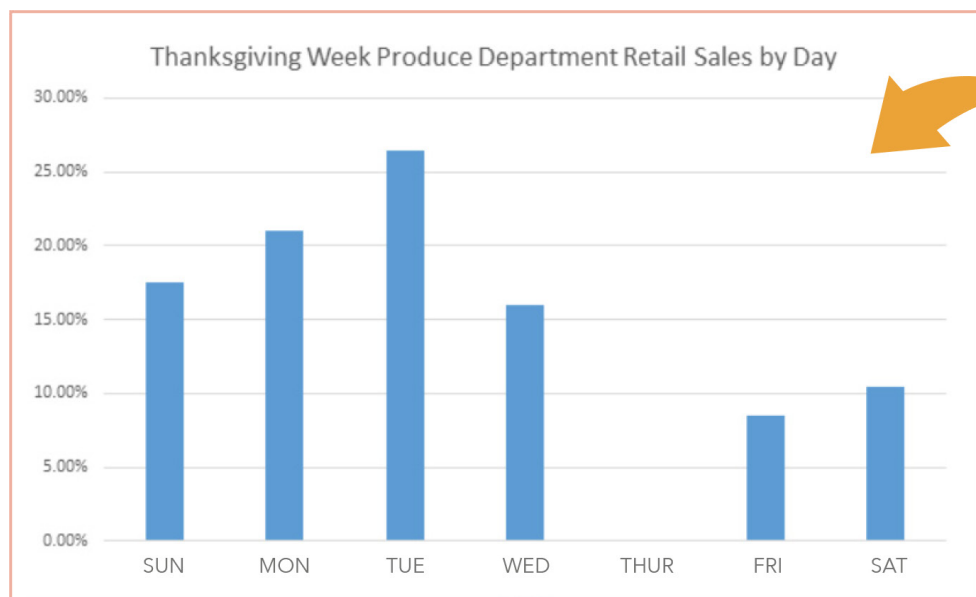
TIP #1: Being a last minute orderer can burn you. PRE-BOOKS on key holiday items are strongly encouraged. You can always back off on your orders following the holiday, but you cannot sell what you don't have in your store. If you have a scheduled delivery for WED 11/26, that should be for last minute fill in and Friday sales.

TIP #2: Bring in warm table and hard items in for THURS 11/20 - SAT 11/22 and fresh items in by SAT 11/22 - MON 11/24 BEFORE Thanksgiving so you and your staff are on the sales floor TUES 11/25 and WED 11/26, not in the back room waiting on and unloading trucks.

LABOR TIPS

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.

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!
Have a great holiday! 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!

2025 THANKSGIVING HOLIDAY DELIVERY SCHEDULE

SUNDAY 11/23 - TUESDAY 11/25:

Normal office and delivery schedule.

WEDNESDAY 11/26:

Normal office schedule, extra deliveries in some areas. Taking orders for Friday delivery.

THURSDAY 11/27 - HAPPY THANKSGIVING!

Office closed and no deliveries.

FRIDAY 11/28 & SATURDAY 11/29:

Normal office and delivery schedule.



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 dummied 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, Pomegranate Arils have become a very popular item for consumer convenience. 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”
- The edible seeds of pomegranates are called arils.
- In the right growing conditions, pomegranate trees can live up to 200 years
- Pomegranates are members of the berry family.



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!

PRIME TIME POTATOES

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.



SOME OF OUR PARTNER BRANDS FOR POTATOES & SWEET POTATOES



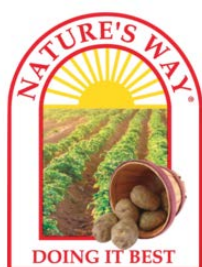
FOR MORE INFO:
tastefulselections.com



FOR MORE INFO:
littlepotatoes.com



FOR MORE INFO:
greengiantfresh.com



Steam It!

honey drops

FOR MORE INFO:
nwffarms.net



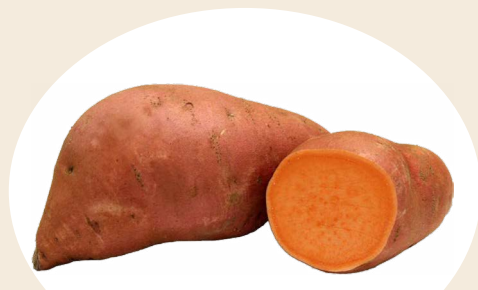
FOR MORE INFO:
avthomasproduce.com



FOR MORE INFO:
melissas.com

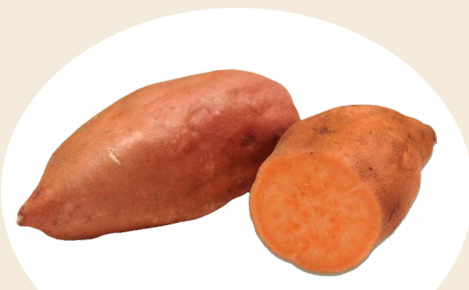


GUIDE TO SWEET POTATOES



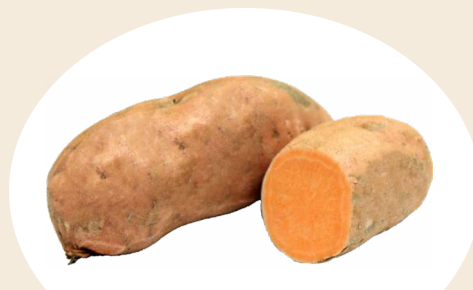
RED/GARNET

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



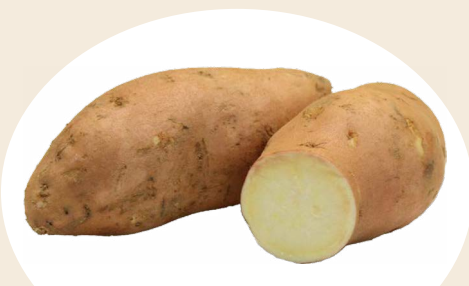
COVINGTON/BEAUREGARD

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



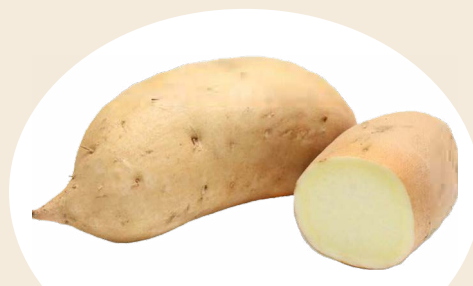
JAPANESE SWEET

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



PURPLE STOKES

SKIN/FLESH: Purple skin with deep purple, waxy flesh
CHARACTERISTICS: High in antioxidants and phytonutrients
FLAVOR: Sweet, yam-like earthiness; best after longer baking time



BEN YAGI

SKIN/FLESH: Reddish-purple skin, creamy lavender to yellow flesh
CHARACTERISTICS: Fiber-rich and nutrient-dense
FLAVOR: Sweet, nutty, chestnut-like; best when roasted or baked



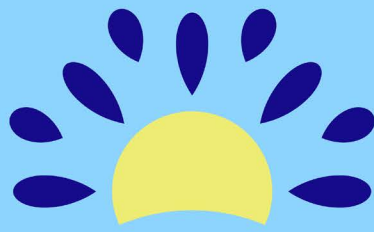
OKINAWA

SKIN/FLESH: Beige skin, vibrant purple flesh
CHARACTERISTICS: High in antioxidants and fiber
FLAVOR: Mildly sweet, earthy; flavor deepens when baked

SWEET POTATO TIPS:

- Orange-flesh: Great for boiling, roasting, casseroles, fries, and baking
- White-flesh: Drier texture, best for baking, roasting, or pan frying
- Store in a cool, dry place - not in the fridge
- Avoid sealing in plastic bags; allow ventilation
- U.S. "yams" are actually sweet potatoes





auraTM

APPLES



Uplifting
sweetness



Honeycrisp
parentage



Magic honey
& melon bursts

Radiate goodnessTM

Aura is a natural cross of Honeycrisp and Aurora apples.
It entices your wish for one more bite so that you can radiate good vibes. This Stemilt exclusive variety brings a new yellow apple eating experience to the table with bursts of honey and melon flavors.



Scan Me!





FEATURED ITEMS

- Clementine Mandarins
- Navel Oranges
- Apples & Pears
- Hass Avocados
- Blueberries (Peru & Mexico)

BEST OF SEASON

- Satsuma Mandarins
- Clementine Mandarins
- Navel Oranges
- Grapefruit
- Pummelos
- Lemons & Meyer Lemons
- Pomegranates & Arils
- Comice & Bosc Pears
- Potatoes (Red & Gold)
- Little Potatoes
- Carrots & Rainbow Carrots
- Rutabagas, Parsnips, Turnips
- Brussels Sprouts & Stalks
- Nuts for Snacking & Baking
- Pistachios
- Cara Cara Oranges (begin)
- Blood Oranges (begin)

PREMIUM APPLES

- Cosmic Crisp
- SugarBee
- Rockit
- RubyFrost
- Snap Dragon
- Envy
- Opal
- Piñata
- Evercrisp
- Aura

DECEMBER 2025

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	MANDARIN & NAVEL SEASON / HOLIDAY BAKING						
WEEK 49	30	1 Cyber Monday / National Eat a Red Apple Day	2 Giving Tuesday	3	4	5	6
	MANDARIN & NAVEL SEASON / HOLIDAY BAKING & PARTIES / HANUKKAH MEALS						
WEEK 50	7	8 World Pear Day	9	10	11	12	13
	CHRISTMAS MEALS & PARTIES / HOLIDAY BAKING / HANUKKAH MEALS / MANDARIN & NAVEL SEASON						
WEEK 51	14 Hanukkah begins at sundown	15	16	17	18	19	20
	CHRISTMAS MEALS & PARTIES / MANDARIN & NAVEL SEASON						
WEEK 52	21 First Day of Winter	22 Hanukkah ends at sundown	23	24 Christmas Eve	25 Christmas Day	26	27
	HOLIDAY & NEW YEAR'S PARTIES / "NEW YEAR, NEW YOU"						
WEEK 1 (2026)	28	29	30	31 New Year's Eve	1	2	3



Pears

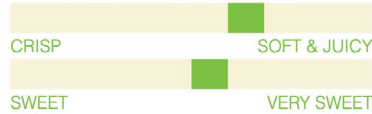
For more information
on USA Pears, check
out their website:

usa-pears.org

GREEN ANJOU



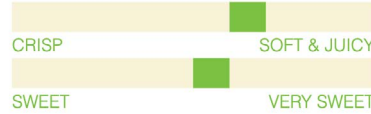
TEXTURE & FLAVOR WHEN RIPE



RED ANJOU



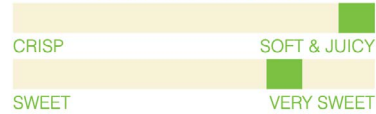
TEXTURE & FLAVOR WHEN RIPE



BARTLETT



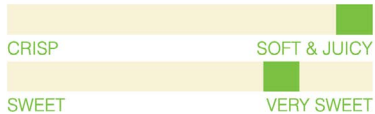
TEXTURE & FLAVOR WHEN RIPE



RED BARTLETT



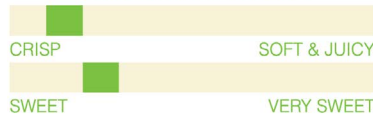
TEXTURE & FLAVOR WHEN RIPE



BOSC



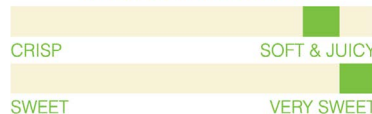
TEXTURE & FLAVOR WHEN RIPE



COMICE



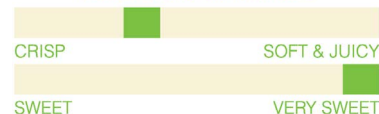
TEXTURE & FLAVOR WHEN RIPE



CONCORDE



TEXTURE & FLAVOR WHEN RIPE



FORELLE



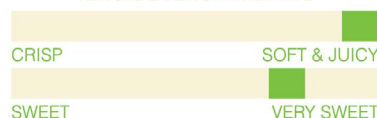
TEXTURE & FLAVOR WHEN RIPE



STARKRIMSON



TEXTURE & FLAVOR WHEN RIPE



A
RIPE
PEAR
IS A
SWEET
PEAR!



DECEMBER HOLIDAY MERCHANDISING

HANUKKAH 2025 BEGINS:
SUNDAY, DEC 14, 2025 AT SUNDOWN

CHRISTMAS DAY 2025:
THURSDAY, DECEMBER 25

NEW YEAR'S DAY 2026:
THURSDAY, JANUARY 1

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 2025 is December 14 (begins at sundown) - December 22.

TRADITIONAL HOLIDAY "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

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



HARD GOODS

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

DECORATIVE

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

BAKING

- ☐ Nuts - In-Shell & Shelled
- ☐ Chestnuts
- ☐ Pistachios
- ☐ Nut Trays
- ☐ Raisins & Dried Cranberries
- ☐ Medjool Dates
- ☐ Glacé/Candied Fruit
- ☐ Dried Figs
- ☐ String Figs



Check inventory of **Glacé/Candied Fruit** and holiday shippers by **Dec 12-15**. Make sure everything is on the floor and consider reducing retails to sell through before the holiday.

TIPS & REMINDERS TO HELP YOU THIS DECEMBER



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!



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



CONVENIENCE ITEMS SAVE HOSTS' TIME

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

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



CATER TO THE "DIY" 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



POPULAR SIDE DISHES

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



DECEMBER HOLIDAYS ARE VERY FRUIT FOCUSED

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

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



PARTY TRAYS & GIFT BASKETS

Party trays & gift baskets are a **MUST** during the holidays for those hosting parties or going to gatherings! Plan orders with your Four Seasons rep.

Many retailers succeed by packing custom fruit and gift baskets with modern varieties like **California Navels** and **Washington Fuji**, **Granny Smith**, and **Honeycrisp**.

Pre-order premade baskets and merchandise gift boxes of **Oranges** and **Mandarins**.



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 Squash
- Acorn Squash
- Varietal Eggplant

SOUTHERN COOKING:

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

December 2025

S	M	T	W	T	F	S
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

ORDER, DISPLAY, & LABOR PLANNING

- Have key Christmas displays set by Dec 16 to maximize sales and labor efficiency.
- Bring in tonnage/items on Dec 16–20 deliveries.
- Stay ahead on potatoes, onions, dips—low shrink, but don't miss sales by running out.
- Keep bananas with good yellow color for fruit salads.
- From Wed. before Christmas, expect busy days—capture every sale.
- Use off-hour fills for hard goods (nuts, dried fruit, potatoes, onions) and longer shelf-life items (dressings, dips, salsa, hummus, juices, snacks).
- Daytime labor should focus on fresh displays and customer engagement.
- Expect large orders 12/21 and 12/23—plan ahead to avoid delays.

FOUR SEASONS HOLIDAY OFFICE SCHEDULE

WEDNESDAY 12/24:

Sales office open 7am-1pm processing orders for approved Friday 12/26 deliveries. Normal delivery schedule.

THURSDAY 12/25:

Merry Christmas! Office closed and no deliveries

WEDNESDAY 12/31:

Sales office open 7am-1pm processing orders for approved Friday 1/2/26 deliveries. Normal delivery schedule.

THURSDAY 1/1/26:

Happy New Year! Office closed and no deliveries.



PRODUCT SPOTLIGHT: CLEMENTINE & 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, zipper skin **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 customers who just want a sweet snack when on the run. Stem & Leaf Satsumas also lend themselves to sales by the lb, both loose and in-store toted. Bagged Clementines 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!





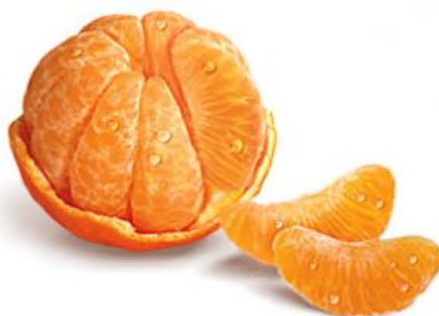
PURE GOODNESS., AS NATURE INTENDED.

Pure Goodness isn't just a motto, it's our way of life. In order to be called Halos, our fruit are carefully grown and selected to be the finest mandarins in the world.



SWEET

Sweetened by Mother Nature on the branch, Halos mandarins make a great alternative to candy and sodas.



SEEDLESS

Unlike many mandarins, Halos mandarins are seedless. So there's nothing to get in the way of pure enjoyment.



EASY TO PEEL

Halos mandarins have a soft, thin skin, which makes them easy to peel for kids, and easy to enjoy for everyone.

PRODUCT CODES:

14042 - CV Mandarins CA 15/2 lb Halos
 13947 - CV Mandarins CA 10/3 lb Halos
 222670 - CV Mandarins 4/5 lb Halos Gift Box
 238604 - OG Mandarins Halo 15/2 lb



CODE: 14042



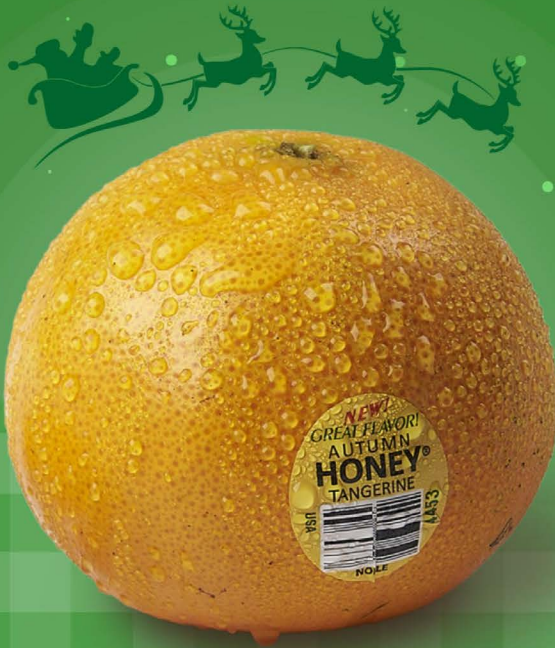
CODE: 13947



CODE: 222670



CODE: 222670



A SWEET HOLIDAY DELIGHT

Autumn Honey® Tangerines

Noble set out to make the best family of craft-cultivated tangerines and it took four decades to do it. Now, Noble Autumn Honey tangerines herald in the holidays each Thanksgiving.



DISTINCTIVE
HONEY NOTES



ZIPPER SKIN EASY
PEEL



SWEET AND
JUICY

AUTUMN HONEY TANGERINES SEASONALITY

NOV	DEC	JAN

DECK THE HALLS



WITH
AUTUMN HONEY!



noble®
New Generation Florida Tangerines

burstin'

with Brix



LARGEST CITRUS
ON EARTH



SUPER SWEET
40% Less Acid Than
Grapefruit



LOW SEED NO
SEED



BURSTIN' WITH
BRIX

FLORIDA STARBURST PUMMELO® SEASONALITY

OCT	NOV	DEC	JAN
			

THE SWEETEST

Brix measures natural sugar solids in citrus. Noble Florida Starburst Pummelos™ have the highest brix and sweetest taste of any US pummelo. Quite simply, they're the best the US has to offer.



HOLIDAY GREENS CARE INSTRUCTIONS



WHAT TO DO:

- Unpack product and space accordingly
- Product should then be watered as it has traveled a long way to your location.
- Water mixed greens containers 2x weekly after the initial delivery.
- Keep product out of direct sunlight
- Keep product out of windy areas

****CHRISTMAS GREENS DRY OUT WHEN THEY ARE NOT HYDRATED, MISTING WILL PROLONG THEIR LIFE****

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.



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