

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!

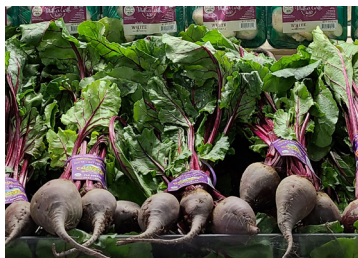


PARTY TRAYS & GIFT BASKETS

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.