



HELPING OTHERS SUCCEED IN FRESH

# FOUR SEASONAL

JANUARY / FEBRUARY / MARCH 2026

MERCHANDISING TIPS & IDEAS FOR  
INDEPENDENT RETAILERS

Q1  
EDITION



# 1st Quarter 2026 Contests & Promotions

## JANUARY



**SUMO Citrus Promo  
& Display Contest**



**Envy Apple Promo  
& Display Contest**



**Northwest Pear Promo  
& Display Contest**

### MORE PROMO OPPORTUNITIES:

"New Year, New You" Themes, Citrus Case Sales, Citrus Fest Events,  
Florida Juicy Crunch Tangerines, Avocados from Mexico

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## FEBRUARY



**SugarBee Apples Promo  
& Display Contest**



**Idaho Potato Lovers  
Month National Contest**

### MORE PROMO OPPORTUNITIES:

"Vintage Sweets" Heirloom Navel Oranges, FeBLUEary Organic Blueberries,  
Super Bowl Party Planning, Valentine's Day Opportunities - Bouquets

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## MARCH



**California Citrus Promo &  
Display Contest**



**Hippie Organics Asparagus &  
Brussels Sprouts Promo & Display Contest**

### MORE PROMO OPPORTUNITIES:

St. Patrick's Day - Cabbage, Potatoes, & Corned Beef, Avocados from Mexico,  
Pistachio March Madness, Cosmic Crisp Apples, Driscoll's Berries "Spring Into Sweetness"



# JANUARY 2026

## FEATURED ITEMS

- Navel Oranges
- Apples
- Pears
- Hass Avocados
- Salads
- Kales & Healthy Greens
- Sweet Potatoes
- Potatoes

## BEST OF SEASON

- Heirloom Navel Oranges
- SUMO Citrus (Dekopon)
- Juicy Crunch Tangerines (FL)
- Cara Cara Oranges
- Blood Oranges
- Minneola Tangelos
- Grapefruit
- Meyer Lemons
- Pummelos

## PREMIUM APPLES

- SugarBee
- Cosmic Crisp
- Envy
- Opal
- Ruby Frost
- Rockit

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	"NEW YEAR, NEW YOU"						
WEEK 1	28	29	30	31	1 New Year's Day	2	3
	"NEW YEAR, NEW YOU" / FOOTBALL PLAYOFFS						
WEEK 2	4	5	6	7	8	9	10 NFL Wild Card Round
	"NEW YEAR, NEW YOU" / FOOTBALL PLAYOFFS						
WEEK 3	11 NFL Wild Card Round	12 NFL Wild Card Round / East Coast Produce Expo	13 East Coast Produce Expo	14	15	16	17 NFL Divisional Round
	CITRUS SEASON / FOOTBALL PLAYOFFS						
WEEK 4	18 NFL Divisional Round	19 Martin Luther King Jr. Day	20	21	22	23	24
	CITRUS SEASON / SOUPS & HEALTHY COMFORT FOOD						
WEEK 5	25 NFL AFC/NFC Championships	26	27	28	29	30	31





## ***Is "Diet Season" still a thing?***

**For the past decade or so, the first few calendar weeks in January after New Year's Day have become known in the retail and produce business as "Diet Season."** After holiday celebrating with food, sweets, and drink, perhaps too much in November and December, many chose a weight-loss goal, special diet, or exercise regimen as part of a New Year's Resolution. In recent decades, this has translated to a boost in consumption of fruits and vegetables in early to mid-January at stores known for fresh produce and organics, driven even further by at-home juicing and smoothie making trend. All of this led to sharply increased demand in produce departments, followed by a drop-off as many people gave up on their strict diets, weight-loss goals, and resolutions by the time January ended.

**The past three Januaries have shown a plateauing, if not slight decline, of this demand spike for resolution diets. Why? Perhaps this:** The consumer mindset, influenced by social media and culture, seems to be shifting away from resolution diets based on societal expectations, guilt from overindulgence, and comparison. Those diets and goals are often unrealistic or unsustainable. Instead, there is a noticeable shift towards wellness, self-grace, positive behaviors, mindful eating, clean eating, functional foods, and sustainable changes to start the New Year.

January is still a chance for a fresh start, though retailers may consider replacing Diet in their merchandising and marketing efforts with terms like **"New Year, New You."**

Promotion focus can center on **wellness** (foods that impact your mood), **function** (foods that help you with something), and **better for you or free-from** (foods like organic, clean ingredient). The good news is that fresh fruits and vegetables and other produce department items are still the star of January.



***"Fresh fruits and vegetables and other produce department items are still the star of January."***





Here are some things to prepare for and things to promote in early-to-mid January's *New Year, New You* theme:

Expect more demand for:

- Salads and Salad Kits
- Berries and Apples
- Mandarins and Oranges
- Avocados and Bananas
- Lettuces and Romaine Hearts
- Broccoli and Cauliflower
- Tomatoes and Cucumbers
- Kales and Greens
- Carrots and Celery
- Organics in general



New Year, New You sentiments will impact shopper demand at your produce department and grab-and-go drink sets.

Be ready with Functional Beverages and Fresh Beverages:

- Fresh Orange Juice and Citrus Juices
- Protein Shakes
- Wellness Shots and Immunity Shots
- Produce-based Smoothies
- Cold-Pressed Juices
- Kombuchas



How about those kitchen gadgets that your shoppers got for Christmas or Hanukkah? Yes, there will still be plenty of brand-new Air Fryers, Juicers, and Blenders getting new use. And yes, fresh produce should be purchased to use in each one of those.

**TIPS:** Use suggestive signage by displays with call-outs like "great for juicing" or "perfect for the air fryer".



# BLENDING VS JUICING

## WHAT'S THE DIFFERENCE?



### SMOOTHIE

- 1 Entire fruits/veggies are blended in a smoothie - keeping nutrients intact
- 2 Because pulp (insoluble fiber) is left in, the smoothie becomes thicker
- 3 Smoothies allow for extra nutrients, like protein - (greek yogurt, powders, etc.)



### JUICE

- 1 Water & nutrients extracted from fruits/veggies
- 2 Juicers separate juice from pulp (insoluble fiber)
- 3 Green juices deliver phytonutrients directly to the body in liquid form

### FORMULA FOR A GREEN SMOOTHIE

#### THE LIQUID STARTER

WATER, FRESH JUICE, OR COCONUT WATER  
(1 CUP)



#### THE GREEN BOOST

BABY SPINACH, BABY KALE, KALE, OTHER LEAFY GREENS  
(1 CUP)



#### THE FRUIT

BERRIES, APPLES, PEARS, GRAPES, PINEAPPLES, MANGOS, PEACHES  
(2 CUPS FRESH OR FROZEN)



#### THE PROTEIN

GREEK YOGURT, YOGURT RAW ALMONDS, CHIA SEEDS, FLAX SEEDS  
(1/2 CUP)



#### THE SMOOTH

BANANA  
(1 FROZEN RIPE BANANA OR 1 WHOLE PEELED)



#### THE CHILL

ICE  
(2 CUPS)



### FORMULA FOR A GREEN JUICE

#### THE GREEN

KALE, SPINACH, OR OTHER DARK LEAFY GREENS  
(3 CUP)



#### THE VOLUME VEG

CUCUMBER, CELERY, FENNEL, ROMAINE LETTUCE  
(2 FIELD CUCUMBERS OR 1 SEEDLESS CUCUMBER, OR 4 CELERY STALKS OR 1 CELERY HEART)



#### THE CITRUS CLARITY

LIME OR LEMON  
(1 - MOSTLY PEELED)



#### THE SWEET

APPLE OR PEAR  
(2 - 3 WHOLE APPLES OR PEARS)



#### THE ZING

GINGER OR TURMERIC (OPTIONAL)  
(THUMB SIZED PIECE)



FSPRODUCE.COM



# JUICES & FUNCTIONAL BEVERAGES STOCKED AT FOUR SEASONS PRODUCE!



[orchidislandjuice.com](http://orchidislandjuice.com)



[bolthouse.com](http://bolthouse.com)

Starting in February



[www.evolutionfresh.com](http://www.evolutionfresh.com)



[nakedjuice.com](http://nakedjuice.com)



[nourishjuicebar.com](http://nourishjuicebar.com)



# JUICES & FUNCTIONAL BEVERAGES STOCKED AT FOUR SEASONS PRODUCE!



[sogoodsoyou.com](https://sogoodsoyou.com)



[unclematts.com](https://unclematts.com)



[remedyorganics.com](https://remedyorganics.com)



[pomwonderful.com](https://pomwonderful.com)



[lovebeets.com](https://lovebeets.com)



[justmade.com](https://justmade.com)



# JUICES & FUNCTIONAL BEVERAGES STOCKED AT FOUR SEASONS PRODUCE!

## WHAT IS KOMBUCHA?

(pronounced “kom-BOO-cha”), often called “mushroom tea,” is a raw, freshly brewed drink made by hand from sweet tea and a Kombucha culture known as a “SCOBY” (Symbiotic Culture Of Bacteria and Yeast). It is naturally effervescent through the magic of fermentation, very low in sugar and rich in probiotics, live enzymes and antioxidants. It originated in China around 221 BC and was called the “Elixir of Life”. SCOBY metabolizes the sugar and tea to grow and transforms the liquid into a refreshing, slightly tangy beverage.

More about kombucha at <https://www.babasbrew.com/babasbucha>



[babasbrew.com](https://www.babasbrew.com)



[gtslivingfoods.com](https://www.gtslivingfoods.com)



[aquavitea.com](https://www.aquavitea.com)



[kevita.com](https://www.kevita.com)



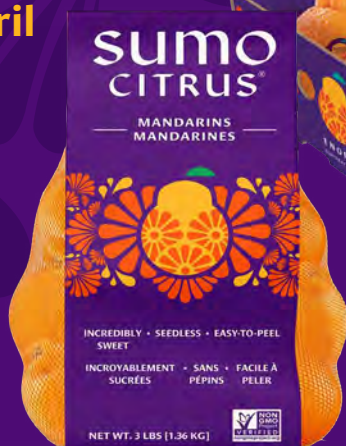


# sumo CITRUS®



Bursting with juicy sweetness, Sumo Citrus® is one of the world's largest and sweetest mandarins. Distinguished for its Top Knot™ and uneven skin, this rare seedless hybrid variety delivers the ultimate citrus experience: incredibly sweet and easy-to-peel, without the mess! Born in Japan and raised in California, Sumo Citrus is grown with care by our passionate, expert growers. Each Sumo Citrus tree is pruned and harvested by hand, which means we hold this notoriously difficult-to-grow fruit to high standards so only the best are called Sumo Citrus.

**Available from  
January – April**



follow us @SUMOCITRUS











# SPECIALTY CITRUS

★ GOLDEN GOODNESS, HARVESTED AT THE PEAK OF PERFECTION ★

Not your ordinary citrus! An exclusive specialty citrus program with more than 40 unique varieties focused on exceptional flavor. Organically grown on over 200 acres, the hillside ranch in California maintains a specific microclimate that best serves each specialty citrus variety. This one-of-a-kind program will continue varietal developments and anticipates a 10% increase in volume over the next five years.

Operating on a self-sustaining labor model, the same hands grow, harvest, and pack all the citrus. All Buck Brand Citrus is packed on a dry line that uses horsehair brushes to buff the fruit using natural oils from the citrus itself. This water and wax-free packing process is both sustainable and vegan-friendly.

Exclusive branding and marketing support provides stand-out packaging, retail-ready POS materials, digital media, social media, and online varietal profiles.



## ★ BUCK BRAND ITEMS ★

### BLOOD ORANGES

**Moro:** Sweet and tart with floral and berry notes; Good volume  
**Sanguinelli:** Mostly sweet, with some tartness; Good volume

### GRAPEFRUIT

**Melogold:** Very sweet, low acidity with a juicy pulp; Great volume  
**Oroblanco:** Very sweet, low acidity with a juicy pulp; Limited volume

### PUMMELOS

**Shaddock:** Subtle but pleasant flavors; Great volume  
**Thai Sweet:** Lightly sweet, slightly tart; Limited volume  
**Chandler:** Very sweet with a juicy pulp; Great volume  
**Red Globe:** Sweet & floral flavors; Good volume

### KUMQUATS

**Calamondin:** Sweet skin and tart pulp; Limited volume  
**Centennial:** Sweet skin, moderately acidic pulp; Great volume  
**Limequat:** Sweet skin, acidic pulp; Good volume  
**Mandarinquat:** Tart flavors; Good volume  
**Miewa:** Sweet skin and pulp; Good volume  
**Nagami:** Sweet skin with tart pulp; Good volume

### LEMONS

**Lemonade:** Light lemon flavor, sweet, low acid; Good volume  
**Meyer:** Sweet flavor, ideal in baking, juicing and zest; Great volume  
**Pink:** Tart and acidic with floral notes; Limited volume  
**Seedless:** Tart, acidic flavor; Limited Volume  
**Yuzu:** Very aromatic, with hints of mandarin flavor; Limited volume

### ORNAMENTAL

**Buddha Hand:** Great for zest; strong citrus scent; Good volume  
**T'Orange:** Very large in size, similar in flavor to a lemon, but less tart; Limited volume

### LIMES

**Finger Limes:** Small beads, bursting with intense flavor; Excellent volume  
**Key Limes:** Aromatic skin with tart and juicy pulp; Limited volume  
**Makrut Limes:** Earthy and floral notes, tart; Limited volume  
**Sweet Limes:** Sweet flavor, low acid, smooth skin; Good volume

### MANDARINS

**Satsuma:** Well balanced sugar-acid ratio; Great volume  
**Algerian Clementine:** Very sweet, seeded and easy to peel; Great volume  
**Gold Nugget:** Aromatic with rich and sweet flavor; Good volume  
**Lee/Nova Mandarins:** Rich, sweet flavor; Good volume  
**TDE:** Very sweet, rich flavors; Excellent volume  
**W. Murcott:** Juicy flesh with sweet flavor; Good volume

### ORANGES

**Cara Cara:** Sweet flavor, with floral and berry notes; Great volume  
**Heirloom Navel:** Classic citrus flavor; Excellent volume  
**LouLou Navel:** Super sweet, low acid; Good volume  
**Valencia:** Very sweet and juicy; Excellent volume  
**Mango Orange:** Lightly sweet with hints of vanilla; Great volume  
**Sour Orange:** Bitter taste; perfect for marmalade; Good volume

### MINNEOLAS

**Lavendar Gem:** Sweet flavors with mild acid; Limited volume  
**Minneola Tangelo:** Sweet but tart flavor; Good volume







# SNACKING VARIETALS



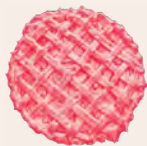
Snacking



Zesting



Aromatics



Baking



Cooking



Cocktails



Candied



Juicing



Kid-Friendly



Preserve



## LOU LOU NAVEL ORANGE

### Snacking Specialty

The Lou Lou Navel Orange is smooth and sweet enough to be named after a real life farmer's sweetheart. Your first bite is guaranteed to make a memory. Sweeter than most other navel varieties, this orange is great for slicing, snacking and sharing with that special someone.



Tart | | | | | Sweet



## CARA CARA NAVEL ORANGE

### Snacking Specialty

A PINK orange! That's right. The Cara Cara Navel Orange is a true seedless, salmon-pink-fleshed citrus delight with a mild strawberry/cranberry twist. It's great for juicing and snacking, and impressing kids, neighbors and friends of all ages.



Tart | | | | | Sweet



## TDE TRIPLE CROSS MANDARIN

### Snacking Specialty

TDE Triple Cross Mandarin is a sweet, rich and juicy triple threat that pulls from the best characteristics of its notable lineage of excellent eating mandarins. The TDE is an easy-to-peel, seedless snack that might just become your new favorite source of vitamin C.



Tart | | | | | Sweet



## SATSUMA MANDARIN

### Snacking Specialty

A perfect balance of sweet and tart, Satsuma Mandarins are a staple of winter citrus season (not to mention fun to peel in one long strip). Seedless and easy-to-peel, Satsumas are bursting with juice and a citrus flavor that's more complex than many other mandarin varieties.



Tart | | | | | Sweet



## AFRICAN SHADDOCK PUMMELO

### Snacking Specialty

Think of the African Shaddock Pummelo as a super-sized grapefruit that left its bitterness behind. Meaty and complex with a notable texture and subtle flavor, this older pummelo variety is great for snacking and salads. Take advantage of the thick rind for recipes requiring candied citrus peel.



Tart | | | | | Sweet



## LEMONADE LEMON

### Snacking Specialty

When life gives you a Lemonade Lemon, definitely peel it and eat it like an orange. This naturally occurring cross between a lemon and a mandarin has replaced its pucker with a smile-worthy and unique citrus snacking experience. It's a must for any citrus enthusiast.



Tart | | | | | Sweet





# SNACKING VARIETALS



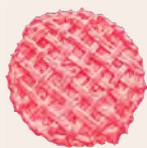
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## NAVEL ORANGE

### *Snacking Specialty*

The Navel Orange is the poster-child of citrus fruits with its pop of bright color and sweet balanced flavor. The Navel Orange is seedless and excellent for fresh eating as its thick skin makes it easy to peel. You can also use the juice and zest to baked goods and desserts.



Tart | | | ★ | | Sweet



## STAR RUBY GRAPEFRUIT

### *Snacking Specialty*

The Star Ruby Grapefruit is one up on the classic pink, with both a thinner peel and ruby red pulp that carries an excellent sweet-tart taste with just the right amount of tang. Great for juicing and snacking, the redder the flesh, the sweeter the fruit.



Tart | | | ★ | | Sweet



## RED GLOBE PUMMELO

### *Snacking Specialty*

Called the valentine pummelo by some, the Red Globe Pummelo gets its wow-factor red flesh and sweet floral flavor from the diversity of its parentage: pummelo, blood orange and mandarin. Peel and segment for snacking or fresh salads or use the juice as the acid in salad dressings. Slice it in half vertically for a sweet heart shape.



Tart | | | ★ | | Sweet



## MELOGOLD GRAPEFRUIT

### *Snacking Specialty*

The MeloGold Grapefruit is an aptly named mix of a pummelo and white grapefruit with a juicy golden yellow flesh. Its flavor is mellow-sweet and mild with a subtle tartness that makes it great for snacking or adding to salads.



Tart | | | ★ | | Sweet



## LAVENDER GEM

### *Snacking Specialty*

The Lavender Gem Tangelo could be characterized as the mellowed-out 80s rocker of our citrus bunch. Cool name, accessible and mild flavor profile with a sweet and tangy buzz, this tangelo and grapefruit cross hits both fruity and floral notes. Use the juice for marinades, dressings or to add a twist to cocktails or margaritas.



Tart | | | ★ | | Sweet



## HEIRLOOM NAVAL ORANGE

### *Snacking Specialty*

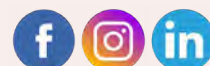
Real-deal Heirloom Navel Oranges are like citrus time-capsules, able to transport you with their sweet, deep, rich orange flavor back to a time when navel oranges were a new discovery. Grown on some of the oldest navel orange trees in California, Buck Brand Heirloom Navels offer a one-of-a-kind taste experience any citrus lover has got to have.



Tart | | | ★ | | Sweet



PHONE: 800.422.8384 | [www.fsproduce.com](http://www.fsproduce.com)







# SNACKING VARIETALS



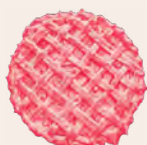
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Kid-Friendly



Preserve



## MEIWA KUMQUAT

### Snacking Specialty

Like sunny, citrusy gumballs, Meiwa Kumquats are sure to add delight to your day. You can pop the whole bite-sized fruit in your mouth, sweet oil-rich peel and all. With an awesome, punchy flavor, they're great for snacking and generally indulging.



Tart ——— ★ ——— Sweet



## MORO BLOOD ORANGE

### Snacking Specialty

Think citrus with a tart raspberry-pomegranate-filter. If you're looking for that show stopping maroon red, the Moro Blood Orange is your jam. And it can also be your zest, juice, salad, dessert or snack.



Tart ——— ★ ——— Sweet



# CULINARY VARIETALS



## T'ORANGE LEMON

### Culinary Specialty

The T'Orange Lemon is hefty and aromatic with a fresh, clean, less-bitter taste that is satisfyingly refreshing. This sunny globe-shaped lemon is a stand out ingredient in specialty drinks and will absolutely brighten your next batch of homemade marmalade or jam.



Tart ——— ★ ——— Sweet



## KEY LIME

### Culinary Specialty

Itty bitty limes with great big flavor, Key Limes make a noticeable and tangy difference in any recipe. Zest the rind and use the tart juice in your cooking and baking. You'll want to linger a little longer in the kitchen with this fragrance filling the room.



Tart ★ ——— Sweet



## FINGER LIME

### Culinary Specialty

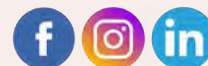
The finger lime's shape may be interesting, but it's what's on the inside that counts: specifically, spoonfuls of tiny orbs with a sour-sweet pop that you can use as garnish for sweet and savory dishes. As a bonus, score big foodie points for being the person to bring "citrus caviar" to the dinner party.



Tart ★ ——— Sweet



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# CULINARY VARIETALS



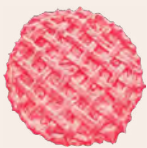
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Preserve



## MAKRUT LIME

### Culinary Specialty

Cooking with the Makrut Lime is an essential experience for citrus enthusiasts. There really is no substitute for this beautifully weird and wonderful lime's distinct and intense flavor. Slice the bumpy rind into ribbons of zest (careful not to include the white pith) and use to flavor sauces, stews and curries.



Tart ★ | | | Sweet



## SWEET LIME (PALESTINE LIME)

### Culinary Specialty

With its tender, yellow flesh and sweet flavor, the Sweet Lime, also known as the Palestine Lime, is like the Meyer Lemon of limes—juicy and ideal for cooking. It's a great zester, and low-acid enough to enjoy snacking on a slice or two (or three or four) as you cook.



Tart | | ★ | | Sweet



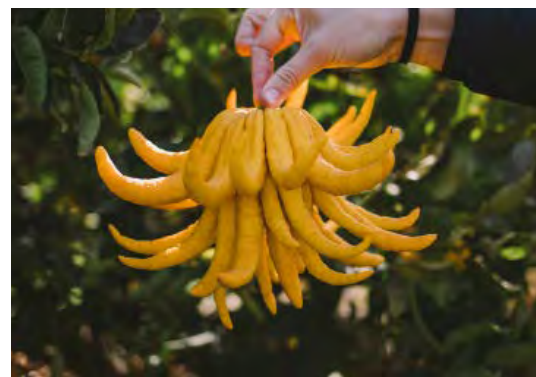
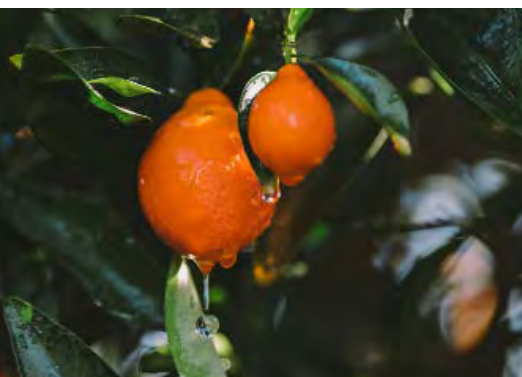
## BUDDHA HANDS

### Culinary Specialty

Weird and wondrous, the lemon-blossom fragrance of the Buddah's Hand Citron is otherworldly. Let its first job be to add fragrance and brightness to the kitchen or dining room as decor and then when you're ready, this citron is all about the zest. Incorporate the abundant zest into your baking, infuse it into cocktails or syrups, or candy it to fancify your favorite desserts.

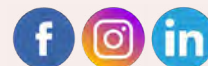


Tart ★ | | | Sweet



PHONE: 800.422.8384

| [www.fsproduce.com](http://www.fsproduce.com)





# noble® JUICY CRUNCH

CRAFT-CULTIVATED TANGERINES



In season for January from Florida!



If there is such a thing as a perfect tangerine, this is it 👑



ZIPPER SKIN EASY  
PEEL



SECTIONS LIKE A  
CRISP APPLE



LOW SEED NO  
SEED



BURSTING WITH  
SWEET JUICY  
FLAVOR



## ABSOLUTELY NOTHIN' IS SWEETER

Brix measures natural sugar sweetness levels. Noble Juicy Crunch® has the highest brix level of any full-size tangerine.





**HEIRLOOM  
NAVEL ORANGES**



*The first bite of an heirloom Vintage Sweet navel orange is pure bliss: luscious aroma and delightful flavor for a wonderful eating experience. Our citrus sommeliers hand select the fruit from our best old line groves and test it for peak sugar levels and perfect flavor to deliver on the Vintage Sweets promise.*

**TASTE THE DIFFERENCE!**

**PEAK SEASON IS JANUARY - MAY!**





# INSPIRATION CORNER







THE ULTIMATE APPLE EXPERIENCE

TASTE • CRUNCH • AROMA • APPEARANCE



ONE APPLE HAS IT ALL

## BITE & BELIEVE

Envy™ was born using natural plant-breeding methods, crossing between Braeburn with Royal Gala apples, we have taken full advantage of the best nature has to offer. The result is pure bliss, heightened enjoyment like no other.

## ENVY IS THE ULTIMATE APPLE EXPERIENCE

There are people who simply accept what life offers up and then there are those who seek more.

Envy™ shows that you choose to make each moment supremely delightful and that you know the difference between ordinary and extraordinary

Envy™ is an invitation to enjoy a small moment to savour and raise your expectations of what an apple can be.

Whatever you are doing right now, Envy™ apple makes the experience so much more memorable and remarkable for you and the ones you love.

## THE ULTIMATE APPLE



Envy™ emerged as the most preferred apple, favored for its **taste, texture and appearance.\***

\*Source: Forward research April 2019



[envyapple.com](http://envyapple.com)





Two legendary apples have come together in a WildTwist®. The explosively juicy crunch of Honeycrisp combined with the intricate flavor of Cripps Pink creates an experience you won't want to miss.

Two favorites. One great apple.



# RubyFrost

*Pretty. Delicious.*



rubyfrost is proudly grown in new york state by the farmers of crunch time apple growers. from our family trees to yours.

**these aren't  
your  
granny's  
apples...**

But if you like Granny Smith apples, you'll love the perfect balance of sweet and tart — deep and rich with a hearty crunch and ideal, crisp texture. Beautiful to behold, you'll want to proudly display your RubyFrost apples as “counter candy” in the kitchen, before temptation wins out and you bite right in. And, when you do, the tastes of the Northeast flood the senses.

**sweet...but  
not too  
sweet.**

RubyFrost apples are an excellent choice for savory seasonal dishes, as well as an ideal baking apple thanks to its plump, luscious size and crisp, white flesh. Better yet, RubyFrost apples are bursting with Vitamin C, making them slow to brown — perfect for charcuterie boards and salads for your next dinner party.



## Driscoll's Sweetest Batch Berries!



### Sweetest Batch™ Blueberries

Our Sweetest Batch™ Blueberries are a specialty fruit grown to be extra sweet, crispy, and juicy. Packed with can't-miss flavor, these blueberries make your moments even more memorable and give "having the blues" a whole new meaning.

**Incredible Sales Growth! Blueberry Lovers are hooked on these! January will be a peak time from Central Mexico.**

### Sweetest Batch™ Strawberries

Our Sweetest Batch™ Strawberries are something you have to taste to believe. They're specially picked for their spectacular flavor, with juicy notes of fruit punch and strawberry candy, and they're only available for a few months every year. They might just be the sweetest berry you've ever tasted – so don't miss your chance to grab them.

**In season during January from Florida and Central Mexico.**



### Sweetest Batch™ Blackberries

Our Sweetest Batch™ Blackberries are specially grown for their perfect blend of sweet and juicy in every bite. They complement any occasion or meal, proving once again that black really does go with everything.

**In season during January from Central Mexico.**





# Avocado Merchandising Displays & Tips

Avocados are now considered one of the produce departments top selling items.

January, February, and March are prime months for Avocados from Mexico, both from the supply side and the consumer demand side.

With the fruit being so versatile, gone are the days when the fruit is just used for guacamole. Consumers are using avocados in almost anything; salads, sandwiches, smoothies, as toppings on burgers and of course the ever popular breakfast treat, avocado toast. And, with how extremely healthy avocados are, they are also using avocados as a healthier option to butter, sour cream and mayonnaise.

***So, once they are in your store and departments, how do you keep them maximize the sales potential they offer?***

Avocados have such huge sales potential, that they should be offered some additional space in your produce department. No more dinky one basket displays that are seemingly lost in your tropical sections!

## IDEAS AND TIPS ON SELLING MORE AVOCADOS:

- **Highlighting avocados front and center** in your department with a mass display is sure to get anyone's attention.
- **Create a nice impact display** walking into the front door.
- **Keep your display neat & clean, with plenty of ripe fruit** - Keep all the stickers are facing down. This keeps eyes only on product and not distracted by PLU stickers.
- **End Cap Display** - A well placed display with waterfall offers more selling space and mass appeal.
- **Bin Display** - Don't have an extra endcap or larger display space on your counters? No worries! Use a bin dummied up with empty boxes and place it in your aisle! Four Seasons Produce has some available avocado point of sale material to use in your next display. Talk with your Four Seasons Sales Rep or Merchandiser for availability.
- **Cross-merchandise** ingredients used in guacamole and salads with your avocado display. Onions, garlic, jalapeno peppers, tomatoes, limes and cilantro are great items to help build your basket size in the produce department. Don't forget the tortilla chips!







## PRE-CONDITIONING IN-STORE:

While it is best to offer both ripe and unripe fruit on your avocado displays, there are times when your fruit may come in hard and unripe, or you sell fruit faster than expected.

Four Seasons Produce offers professionally “Pre-Conditioned” Avocados where the ripening of the fruit has been triggered in a ripening-room and sold at a pressure of 15-25lb.

To pre-condition Hass Avocados yourself in the store, follow these quick steps:

- 1) Pick how many boxes of Avocados you want to ripen.
- 2) Take a banana, onion, tomato, or anything that naturally gives off ethylene, and place it in the box with the fruit.
- 3) Cover with any plastic bag—something that will trap the ethylene in and place the box back in storage.
- 4) Depending on how fast you need or want fruit to ripen, you may also cut a few holes in the plastic to allow some of the gas to escape. Simple as that!
- 5) Note — be sure to monitor your pre-conditioning fruit to insure fruit is at the ripeness you want and doesn't get overripe by keeping them covered.





# STAGES OF RIPENESS



Pre-conditioned fruit is ready to eat in approx. 3-5 days if held at room temperature. (15-25 lbs. pressure)



Breaking (pre-conditioned) fruit has slight give at top and bottom. Ready to eat in approx. 3 days if held at room temperature. (10-15 lbs. pressure)



Firm/ripe fruit yields to gentle pressure. Ready to eat, best for slicing and dicing. Will be ripe the next day if held at room temperature. (5-10 lbs. pressure)



Ripe fruit yields to gentle pressure. Use same day for all uses or refrigerate for up to 3-5 days. (5 lbs. or less)

More **TIPS FOR RETAILERS** can be found at:  
[avocadosfrommexico.com/shopper/avo-101/for-retailers](https://avocadosfrommexico.com/shopper/avo-101/for-retailers)

## DISPLAYS DRIVE SALES

**66%**  
of Non-Hispanics  
state the way avocados are displayed in-store influences their purchase decision

**65%**  
of Hispanics

## EDUCATION HAS AN IMPACT

**71%**  
of Non-Hispanics  
state that it is important to "know how to keep avocados fresh longer"

**73%**  
of Hispanics



## PURCHASE FACTORS

Shoppers want the ability to select avocados that are ready to eat today and some to eat later.



## FOUND IN MOST HOMES

Avocados have reached **69.9%** household penetration in the total U.S.<sup>1</sup>

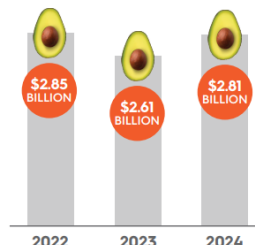
### AVOCADO HOUSEHOLD PENETRATION



## GAINING MOMENTUM

Avocado volume has had **continued growth** over the last three years, averaging \$2.75B in the U.S. marketplace.<sup>1</sup>

### AVOCADO 3-YR DOLLAR VOLUME



## SHOPPERS LOVE OPTIONS

Bulk avocados are more popular, but shoppers like bagged avocados too. Create a merchandising solution for shoppers with a secondary display like an avocado bag rack. Offering both can help move volume.

**78%** BULK **22%** BAGGED<sup>2</sup>







## FEATURED ITEMS

- California Mandarins
- Hass Avocados
- SUMO Citrus (Dekopon)
- Blueberries
- Navel Oranges
- Strawberries
- Grapes
- Asparagus
- Idaho Potatoes

## BEST OF SEASON

- SUMO Citrus (Dekopon)
- Juicy Crunch Tangerines (FL)
- Heirloom Navel Oranges
- Jumbo Navel Oranges
- Grapefruit
- Cara Cara Oranges
- Blood Oranges
- Minneola Tangelos
- Brussels Sprouts
- Asparagus
- Artichokes

## PREMIUM APPLES

- Cosmic Crisp
- SugarBee
- Rockit
- Envy
- Opal
- Ruby Frost
- Pink Lady
- Wild Twist

# FEBRUARY 2026

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	<b>SUPER BOWL SUNDAY</b>						
WEEK 6	1	2 Groundhog Day	3	4	5	6	7
	<b>VALENTINE'S DAY</b>						
WEEK 7	8 Super Bowl Sunday	9	10	11	12	13	14 Valentine's Day
	<b>CITRUS SEASON / SOUPS &amp; HEALTHY COMFORT FOOD / LENT BEGINS</b>						
WEEK 8	15	16 Presidents' Day	17 Ramadan Begins at Sundown / Mardi Gras & "Fat Tuesday" / Lunar New Year Starts	18 Ash Wednesday	19	20	21
	<b>CITRUS SEASON / SOUPS &amp; HEALTHY COMFORT FOOD / LENT</b>						
WEEK 9	22	23	24	25	26	27 National Strawberry Day / SEPC Southern Exposure	28 SEPC Southern Exposure



## Heart-Shaped Strawberry Clamshell



### HIGHLIGHTS

- Heart-shaped clamshell key to promote during holiday periods
- Special gift packaging for shoppers
- Innovative & creative heart-shaped design

**Starting 2/3 - While Supplies Last!**

## Raspberry Heart-Shaped Clamshell



### HIGHLIGHTS

- Heart-shaped clamshell key to promote during holiday periods
- Special gift packaging for shoppers
- Innovative and creative heart-shaped design

**Capture hearts with gift-ready packaging!**  
**Available in early February with limited supplies.**

CODE	DESCRIPTION	PK/SZ	UPC
234994	CV Raspberries	6/8 oz Driscolls Heart Clam	7-15756-10053-8
242757	CV Strawberries	4/15oz Driscolls Heart Clam	7-15756-20032-0



# Set New Records with Floral in February!

February is the **PERFECT** time to capture **BIG** time floral sales, create new sales opportunities and draw new customers into your store by offering fresh cut flowers!

Valentine's Day is the biggest floral holiday of the year and the Four Seasons Produce is ready to help you nail it!

## ORDERING TIPS:

- The bulk of your bouquets and arrangements should arrive by **February 9<sup>th</sup>**. With Valentine's Day falling on Saturday, many will celebrate through the weekend.
- Begin representing Valentine's day on **1/30** with Valentine's day novelty items, Bakery items, etc. Have a dedicated display space for arrival of fresh product **2/9**. Capture additional selling space by using removed super bowl display space on **2/9**.
- Have options and multiple price points to appeal to shoppers with varying budgets. Don't be afraid of having some high-end bouquets and extra fancy rose configurations featured too for this last minute gifting event



## DISPLAY TIPS:

- Plan in advance to have space for a display at or near the front of the store entrance to capture as much foot traffic as possible.
- Have tie ins such as berries, baked goods, candy, balloons, cards, wine and other complimentary gift ideas incorporated into or near your floral displays.
- Make sure displays can be easily shopped with plenty of space for carts and buckets and arrangements are able to be reached without being knocked over.
- Organize displays by color and variety for a clean look.



## PRO TIPS:

- Upgrade some of the arrangements you've bought by adding picks, ribbon, and balloons yourself in store to create a new product you can now charge an even higher price for.
- Create a space off of the sales floor to prepare and store buckets for display.
- Print signs for your display ahead of time. Clean, clean, easy to read sign will help you sell!
- Use the in-store audio system to advertise your floral display and tie-in items.

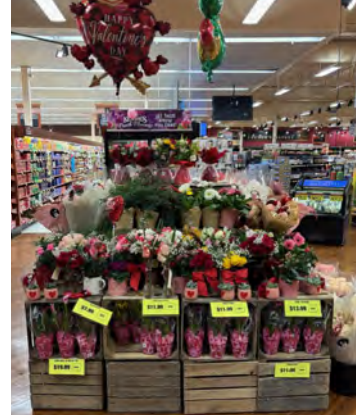
## LABOR TIPS:

- Schedule labor for initial display build on **2/4** and fresh fill on **2/9**.
- Have enough help available on **2/12, 2/13 & 2/14** to answer customer questions, offer suggestions and upgrades, as well as consolidate and rework displays to keep from looking shopped.
- Be sure to schedule help on **2/15** for holiday clean up and refresh.





# INSPIRATION CORNER







# FOUR SEASONS FLORAL ORDER SCHEDULE

(please provide your customer # when ordering)

## TUESDAY:

Call or email Evelin with your cut product pre-order for delivery Friday/Saturday of the same week.

PHONE: 202-331-1130 ext. 106 FAX: 202-529-3870 EMAIL: eescobar@flonation.com

## FRIDAY BY NOON:

Contact your sales rep with a potted plant order by noon for deliveries beginning the following Friday.

## FRIDAY:

Call or email Evelin with your bouquet pre-order for delivery the following Tuesday/Wednesday.

PHONE: 202-331-1130 ext. 106 FAX: 202-529-3870 EMAIL: eescobar@flonation.com





# OPEN STOCK FLORAL



**CODE: 242748**



**CODE: 238055**

**In-stock daily  
for ordering  
convenience!**

CODE	DESCRIPTION	PK/SZ	UPC
242748	5 Stem Organic Sunflowers <i>(in Displayable Case)</i>	14ct	8-60012-58180-1
238055	10 Stem Cut Tulips <i>(Red and White for Deliveries 12/19)</i>	24ct	7-23442-30000-1







# PLANTS PROGRAM

ASK YOUR REP ABOUT OUR MONTHLY POTTED PLANT PROGRAMS

## INDOOR/TROPICAL PLANTS:

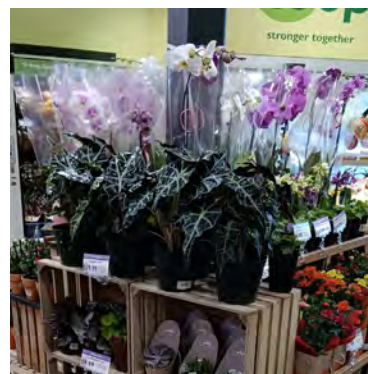


## SEASONAL HOUSE PLANTS:



## LOCAL NEW JERSEY ORCHIDS:

*Flemington Orchid*







# PLANTS PROGRAM

ASK YOUR REP ABOUT OUR MONTHLY POTTED PLANT PROGRAMS

## SEASONAL OUTDOOR PLANTS:



## LOCAL PA BOUQUETS & ARRANGEMENTS: Gables Run - Amish Grown







IT'S TIME TO  
**rockit™**

The perfect snack size apple



# Meet Rockit™ Apple

Your new favorite grab and go snack.

Packed with flavor, energy and nutrients, they're the perfect healthy boost—wherever you're going and whatever you're doing.



NATURALLY CREATED BY BEES



**SUGARBEE® CAN BE IDENTIFIED BY ITS UNIQUE HONEYCOMB  
STICKER FOUND ON ALL APPLES ACROSS ALL RETAILERS!**





# WINTER IS CITRUS SEASON

## JANUARY - MARCH

### Some of Our Citrus Partners & Brands:







## FEATURED ITEMS

- California Mandarins
- Jumbo Navel Oranges
- Asparagus
- Strawberries
- Grapes
- Hass Avocados

## BEST OF SEASON

- Murcott Mandarins
- SUMO Citrus (Dekopon)
- Cara Cara Oranges
- Blood Oranges
- Minneola Tangelos
- Heirloom Navel Oranges
- Jumbo Navel Oranges
- Grapefruit
- Golden Nugget Mandarins
- Blackberries
- Raspberries
- Honey Ataulfo Mangos
- Asparagus
- Artichokes
- Brussels Sprouts
- Campari/Cocktail Tomatoes
- New Color Potatoes (FL)
- Abate Fetel Pears

# MARCH 2026

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	<b>CITRUS SEASON / SOUPS &amp; HEALTHY COMFORT FOOD / LENT</b>						
WEEK 10	1  National Sunkist Citrus Day / SEPC Southern Exposure	2	3	4	5	6	7
	<b>CITRUS SEASON / SOUPS &amp; HEALTHY COMFORT FOOD / ST. PATRICK'S DAY THEMED DISPLAYS / LENT</b>						
WEEK 11	8  Daylight Saving Time starts	9	10	11	12	13	14
	<b>MARCH MADNESS/ CITRUS SEASON / LENT</b>						
WEEK 12	15	16	17  St. Patrick's Day	18	19  March Madness / Ramadan Ends	20  March Madness / First Day of Spring	21  March Madness
	<b>CITRUS SEASON / LENT</b>						
WEEK 13	22  March Madness	23	24	25	26	27	28
	<b>EASTER / PASSOVER</b>						
WEEK 14	29	30	31	1  Passover Starts at Sundown	2  National Love Your Produce Manager Day	3  Good Friday	4



# INFINITE POSSIBILITIES™



GENEROUS  
**SIZE &**  
Vibrant  
Color

PERFECT  
**Crisp**  
Texture

CLASSICAL  
BREEDING &  
**Non-  
GMO**

AMAZINGLY  
**Sweet &**  
Juicy

Classically bred and grown in Washington State, the Cosmic Crisp® is a cross of the Enterprise and Honeycrisp varieties. The apple has a perfectly balanced flavor, striking color, and crisp texture, making it your go-to for snacking, cooking, baking, and entertaining.



**DELICIOUS  
BAKING**



**EASY  
SNACKING**



**BEAUTIFUL  
ENTERTAINING**

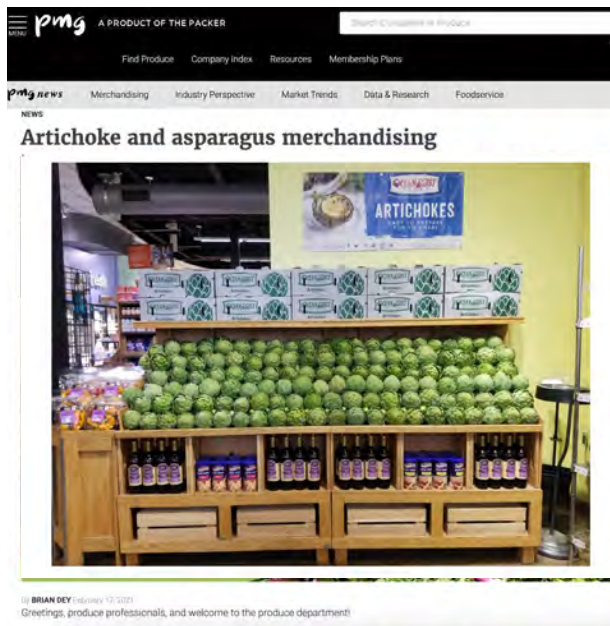




# CHECK OUT THIS MERCHANDISING ARTICLE BY FSP'S BRIAN DEY IN THE PACKER'S PMG!

## ARTICHOKE & ASPARAGUS MERCHANDISING:

[www.producemarketguide.com/news/artichoke-and-asparagus-merchandising](http://www.producemarketguide.com/news/artichoke-and-asparagus-merchandising)



### Build a basket, create a meal

These two commodities are perfect for tying in so many other items, both in the produce department and from around the store help build basket size. Some great tie-ins to include in or near your displays are lemons, garlic, breadcrumbs, olive oils, pastas, potatoes, parmesan cheese, mayo and hollandaise sauce. The list is nearly endless.



One of my favorites is placing wooden skewers on display with asparagus and calling out grilled asparagus rafts. It's different cool to see on the grill and plate, and it's something that a customer might not have ever thought about.

All of these add sales for the department and suggest meal ideas for your customers. There are myriad recipes online that can



## ORGANIC ASPARAGUS



SPEC SHEET



NUTRITION INFO

### PACK SIZES:

- 11 x 1lb
- 28 x 1lb
- 10 oz Tips Microwave Bag
- 12 oz Compostable Bag
- 2.25 lb Bag

### GROWING REGIONS:

MEXICO, ECUADOR

### AVAILABILITY:

YEARROUND



# HiPPIE ORGANICS®

# INSPIRATION CORNER



PHONE: 1.800.422.8384

| [www.fsproduce.com](http://www.fsproduce.com)







**NAVEL ORANGE**  
The Essential Orange <sup>TM</sup>



**CALIFORNIA MANDARIN**  
Peel Good Citrus <sup>TM</sup>



**CARA CARA ORANGE**  
The Pink Orange



**RED AND PINK GRAPEFRUIT**  
Nutrient A-lister



**BLOOD ORANGE**  
Dramatically Delicious <sup>TM</sup>



**MINNEOLA TANGELO**  
Over the Top Juicy



**EUREKA & LISBON LEMON**  
Classic and Zestfully Delicious



**MEYER LEMON**  
The Sweet Lemon





# WHAT'S IN SEASON

## Oranges

	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT
NAVELS		•	•	•	•	•	•	•	•	•	•	•
ORGANIC NAVELS		•	•	•	•	•	•	•	•	•	•	•
CARA CARA NAVELS			•	•	•	•	•	•	•	•	•	•
RASPBERRY ORANGES (BLOOD ORANGE)			•	•	•	•	•	•	•	•	•	•
HEIRLOOM NAVELS			•	•	•	•	•	•	•	•	•	•
VALENCIA ORANGES	•	•	•	•	•	•	•	•	•	•	•	•
ORGANIC VALENCIAS	•	•	•	•	•	•	•	•	•	•	•	•

## Mandarins

	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT
MANDARINS	•	•	•	•	•	•	•	•	•	•	•	•
CLEMENTINES		•	•	•	•	•	•	•	•	•	•	•
PAGE				•	•	•	•	•	•	•	•	•
TANGO MURCOTTS				•	•	•	•	•	•	•	•	•
ORGANIC MANDARINS		•	•	•	•	•	•	•	•	•	•	•
GOLD NUGGET MANDARINS				•	•	•	•	•	•	•	•	•

## Tangelos

	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT
MINNEOLA TANGELOS				•	•	•	•	•	•	•	•	•

## Grapefruit

	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT
GRAPEFRUIT	•	•	•	•	•	•	•	•	•	•	•	•
ORGANIC GRAPEFRUIT	•	•	•	•	•	•	•	•	•	•	•	•
PUMMELOS	•	•	•	•	•	•	•	•	•	•	•	•

## Lemons

	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT
LEMONS	•	•	•	•	•	•	•	•	•	•	•	•
ORGANIC LEMONS	•	•	•	•	•	•	•	•	•	•	•	•



ALL YEAR



DEC - APR



DEC - MAY



ALL YEAR



DEC - JUN



FEB - MAY



DEC - MAY



DEC - JUN



ALL YEAR



# PASSOVER MERCHANDISING

**PASSOVER WILL BEGIN AT SUNDOWN ON APRIL 1<sup>ST</sup> AND CONTINUE THROUGH APRIL 9<sup>TH</sup>.**

**\*\*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 Cucumber       | <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





# 2026 Easter Merchandising



## EASTER IS SUNDAY, APRIL 5

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

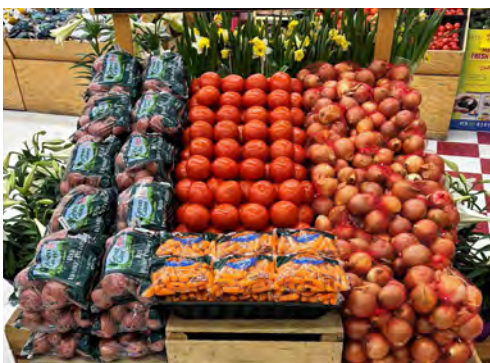
- ☐ Strawberries
- ☐ Blueberries
- ☐ Blackberries
- ☐ Raspberries
- ☐ Cantaloupes
- ☐ Grapes (red & green seedless)
- ☐ Honeydew
- ☐ Lemons
- ☐ Limes
- ☐ Mandarins
- ☐ Navel Oranges (CA)
- ☐ Pineapples
- ☐ Watermelons (regular, mini seedless, cuts)

### 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.*

## 2026 Easter Schedule

### FRIDAY 4/3:

Normal office and delivery schedule.

### SATURDAY 4/4:

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

### SUNDAY 4/5:

Office **CLOSED**. Modified delivery schedule.

### MONDAY 4/6:

Normal office and delivery schedule.