



MEMORIAL DAY MERCHANDISING

MEMORIAL DAY IS MONDAY, MAY 25



MEMORIAL DAY PRODUCE CHECK LIST

VEGETABLES:

- Artichokes
- Cabbage & Slaw Mix
- Celery
- Cucumbers
- Garlic
- Lettuces
- Onions (Sweet, Vidalia)
- Peppers (all colors)
- Potatoes (Russet, New/Baby)
- Portabella Mushroom (Caps & Slices)
- Radishes
- Scallions
- Squash (Zucchini & Yellow)
- Sweet Corn
- Sweet Potatoes
- Tomatoes

***Cut back on Hard Cooking Veg*

FRUIT:

- Blackberries
- Blueberries
- Cantaloupes
- Cherries
- Grapes
- Honeydew
- Nectarines
- Peaches
- Pineapples
- Raspberries
- Strawberries
- Watermelons (Whole, Cuts, Halves)

***Cut back on Apples, Pears, & Citrus*

VALUE-ADDED:

- Cabbage & Slaw Mix
- Croutons
- Cut Fruit & Veg
- Fruit Dips
- Juices
- Nuts
- Salad Dressings
- Salads
- Salsa
- Veg Trays



DELIVERIES & PLANNING

- **Order hard goods and semi-perishables early – have them in-store by Tuesday, May 19, or Wednesday, May 20.** Load up the department with essentials like Salad Dressings, Dips, Salsa, Juices, Croutons, Fruit Dips, and Nuts.

- **Have evening associates stock these sections** to avoid congestion in aisles during business hours.

- **Bring in hard vegetables and fruit by Thursday, May 21.** Key items include:

Vegetables:

Potatoes, Onions, Carrots, Mini Carrots

Fruits:

Apples, Pears, Oranges, Lemons & Limes, Honeydew, Cantaloupe, Pineapples, Bin Watermelons (No need to be overly cautious with bin Watermelons – this is just the start of summer picnic season, and any extras carry low risk. Store at room temperature)

- **Stock Sweet Corn by the pallet** (42 cases per pallet) – aim to have it in by Thursday, May 21, and Friday, May 22. Keep it watered or iced down.



FOUR SEASONS MEMORIAL DAY SCHEDULE

SATURDAY 5/23:

Normal office and delivery schedule.

SUNDAY 5/24:

Normal office and delivery schedule.

MONDAY 5/25:

Normal delivery schedule, office open 8:30am - 1:00pm, taking orders for Tuesday 5/26 delivery.

Please contact your sales representative with any questions.

HAVE A HAPPY AND SAFE MEMORIAL DAY!

MEMORIAL DAY DISPLAY THEME IDEAS

GRILLING

- 1 Vidalia Sweet Onions
- 2 Eggplant
- 3 Shishito Peppers
- 4 Portabella Mushrooms
- 5 Pineapples
- 6 Zucchini

ADDITIONAL ITEM IDEAS:

- | | |
|--------------|----------------|
| Peaches | Potatoes |
| Tomatoes | Sweet Potatoes |
| Bell Peppers | Charcoal |
| Artichokes | |



SWEET CORN

- Build a large secondary display of Sweet Corn using a bin dummied up to control display quantities.
- Position a clean trash can at the display for customers to shuck their corn.
- Increase margins by trimming, stripping, and tray-packing 5 ears of Sweet Corn to offer added value and convenience at a premium retail price.

CAPRESE STATION

- 1 **Tomatoes:** *Mixed Cherry, Grape, Vine Ripe, Beefsteak, Cluster, Cocktail, & Heirloom*
- 2 Basil
- 3 BUF Fresh Mozzarella
- 4 Olive Oil
- 5 Balsamic Vinegar

ADDITIONAL ITEM IDEAS:

Garlic: *Loose & Jarred*

