

Four Seasons Produce Inc.®

FOUR SEASONAL

DECEMBER 2026

Produce Merchandising Tips & Ideas for Independent Retailers

CLICK TO READ MORE EDITIONS OF THE FOUR SEASONAL:

<< NOVEMBER | JANUARY '27 >>

4TH QUARTER 2026 CONTESTS & PROMOTIONS

OCT



Duckwall Pears Promo



Stemilt Organic Apples
Promo & Display Contest



Fall Ornamentals Displays



Driscoll's Sweetest Batch
Blueberries Promo

FAIR TRADE CERTIFIED
FAIRTRADE

Fair Trade Month
Coop Month



Breast Cancer
Awareness Month

NOV



Stemilt Organic Apples
Promo & Display Contest



Thanksgiving Displays

DEC



Halos Mandarins Contest



Holiday Wreaths, Floral,
Plants, & Pointsettias



Gift Box Navel Oranges
preorder opportunity



Broccoli Tree Displays



Christmas & New Years
Displays



DECEMBER 2026

FEATURED ITEMS

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

BEST OF SEASON

- Satsuma Mandarins
- Clementine Mandarins
- Navel Oranges
- Autumn Honey Tangerines
- 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

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	MANDARIN SEASON / PEAR FEST / APPLE FEST / HANUKKAH MEALS						
WEEK 49	29	30	1	2	3	4 Hanukkah Begins at Sundown	5
	MANDARIN & NAVEL SEASON / HOLIDAY BAKING & PARTIES / HANUKKAH MEALS						
WEEK 50	6	7	8	9	10	11	12 Hanukkah Ends at Sundown
	CHRISTMAS MEALS & PARTIES / HOLIDAY BAKING / MANDARIN & NAVEL SEASON						
WEEK 51	13	14	15	16	17	18	19
	CHRISTMAS MEALS & PARTIES / MANDARIN & NAVEL SEASON						
WEEK 52	20	21 First Day of Winter	22	23	24 Christmas Eve	25 Christmas Day	26
	HOLIDAY & NEW YEAR'S PARTIES / "NEW YEAR, NEW YOU"						
WEEK 53/1 (2027)	27	28	29	30	31 New Year's Eve	1 New Year's Day 2027	2



Choose YOUR Favorite Ripeness

A pear's flavor journey happens over time!

Tart & Crunchy

At first, a pear is at its crunchiest when the neck near the stem is firm. They have a tart crispness perfect for a quick snack or in a salad or on a cheese board.

Sweet & Juicy

After a few days on the on the counter or in a fruit bowl at room temperature, the neck will start to give to gentle pressure. The pear will become sweeter and much juicier! This is the peak pear experience. Refrigerate to slow the ripening process and maintain this state to give a little more time to enjoy.

A little... Saucy!

A couple days longer and the pear is ready to blend. Sweetness without adding sugar. You win!

Good Right Now

Go ahead. Snack it up.



Bosc | Concord | Forelle | Seckel

Plus 2 for Sweet and Juicy

Let these sit on the counter for another day or two.



Anjou | Bartlett | Comice | Starkrimson

Become a Ripeness Expert!



CLICK TO WATCH!



PEAR VARIETIES

GREEN ANJOU

Texture & Flavor

Crisp — Soft & Juicy

Sweet — Very Sweet



RED ANJOU

Texture & Flavor

Crisp — Soft & Juicy

Sweet — Very Sweet



BARTLETT

Texture & Flavor

Crisp — Soft & Juicy

Sweet — Very Sweet



RED BARTLETT

Texture & Flavor

Crisp — Soft & Juicy

Sweet — Very Sweet



BOSC

Texture & Flavor

Crisp — Soft & Juicy

Sweet — Very Sweet



COMICE

Texture & Flavor

Crisp — Soft & Juicy

Sweet — Very Sweet



CONCORDE

Texture & Flavor

Crisp — Soft & Juicy

Sweet — Very Sweet



FORELLE

Texture & Flavor

Crisp — Soft & Juicy

Sweet — Very Sweet



SECKEL

Texture & Flavor

Crisp — Soft & Juicy

Sweet — Very Sweet



STARKRIMSON

Texture & Flavor

Crisp — Soft & Juicy

Sweet — Very Sweet



aura™

APPLES



Honeycrisp parentage

Uplifting sweetness

Magic honey & melon bursts

Radiate goodness™

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.

Stemilt
World Famous Fruit

Scan Me!



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 navels 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

noble®

New Generation Florida Tangerines



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





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.



DECEMBER HOLIDAY MERCHANDISING

HANUKKAH 2026 BEGINS:
SUNDAY, DEC 4, 2026 AT SUNDOWN

CHRISTMAS DAY 2026:
FRIDAY, DECEMBER 25

NEW YEAR'S DAY 2027:
FRIDAY, 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 2026 is December 4 (begins at sundown) - December 12.

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 Fits





*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 be- come 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!



BUCK BRAND ORGANIC CITRUS™

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

LATINO CUISINE:

- Cilantro
- Tomatillo
- Batata
- Yuca
- Eddoes
- Yautia
- Plantains
- Calabaza
- Avocados
- Chayote
- Meridol Papaya
- Butternut Squash
- Acorn Squash
- Varietal Eggplant

EASTERN EUROPEAN:

- Fresh Dill
- Parsley Root
- Horseradish
- Red Cabbage
- Celery Root
- Beets
- Leeks

SOUTHERN COOKING:

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



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

THURSDAY 12/24:
Sales office open 7am-1pm processing orders for approved Saturday 12/26 deliveries. Normal delivery schedule.

FRIDAY 12/25:
Merry Christmas! Office closed and no deliveries.

THURSDAY 12/31:
Sales office open 7am-1pm processing orders for approved Saturday 1/2/27 deliveries. Normal delivery schedule.

FRIDAY 1/1/27:
Happy New Year! Office closed and no deliveries.

HOLIDAY GREENS CARE INSTRUCTIONS











WHAT TO DO:

ASK ABOUT PRE-BOOKS!

- 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****

Four Seasons Produce Inc.

PHONE: 1.800.422.8384 | www.fsproduce.com

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 is 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 drafthy 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 proces starts, it will continue to work its way up to the top of the plant.

ASK ABOUT PRE-BOOKS!



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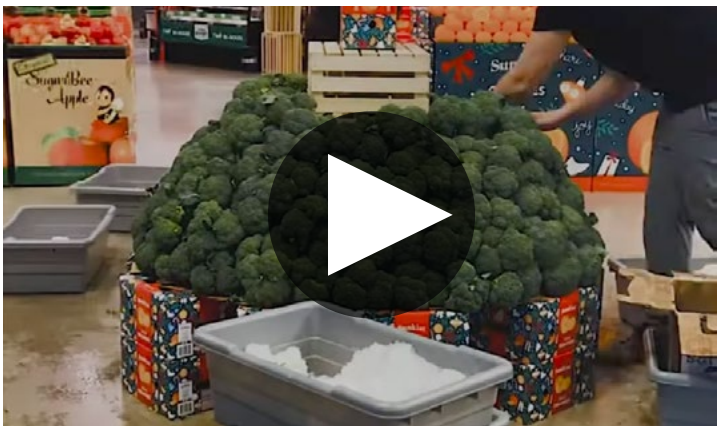
CREATING A BROCCOLI TREE











CLICK TO WATCH THIS HOW-TO VIDEO!