

## ORGANIC APPLES WINTER UPDATE

**Organic Apples** show varied conditions across the category. Some varieties will inch up in price for the storage season while others are primed for promotion.

**GOOD NEWS!** **Organic Envy Apples** will be in excellent supply in January as they are featured in a major promotion and display contest here at Four Seasons!

One of the best-tasting **Organic Apples** available with premier texture is **Organic Sugar-Bee**. They're in steady supply and are a must-have for flavor-forward retailers.

**Organic Lady Alice Apples** are back in stock and provide a seasonal favorite for displays. **Organic Kanzie**, **Pazazz**, and **Opal Apples** are also in season with great flavor and texture.

**Organic Honeycrisp Apples** continue to pack out below estimates, creating a demand-exceeds-supply situation with firm markets. XL and Jumbo or lower-grade **Organic Honeycrisp Apples** may pop up for promotional opportunities.

**Organic Cosmic Crisp Apples** are limited with firm markets, a trend expected to continue as much of the fruit moves into Controlled Atmosphere storage to make them last all year.

**Organic EverCrisp Apples** remain sporadic in supply during their first season, with continued intermittent availability expected until the season wraps.

**Organic McIntosh Apples** are expected to finish for the season by the new year.



### OG BERRIES

**GOOD NEWS!** **Organic Blackberries** remain promotable out of Mexico with strong volume, excellent quality, and promotable pricing.

**Organic Blueberries** will remain stable out of Peru on shipper brands. Pricing will stay on the stronger side as supply decreases through the next few weeks heading into the new year, though quality continues to be excellent.

**Organic Raspberries** remain steady out of Mexico with consistent volume and good overall quality.

**NOTE:** Driscoll's brand **Organic Raspberries** are limited and expensive.

**NOTE:** **Organic Strawberry** supplies are beginning to increase out of Baja, Mexico, and pricing will ease as volume builds. **ALERT!** Driscoll's remains very limited with short supplies.



### OG GREENS & LETTUCES

**GOOD NEWS!** **Organic Baby Bok Choy**, **Kales**, and **Collards** abundant and promotable from Florida at Lady Moon Farms, where quality has been excellent.

**GOOD NEWS!** **Organic Fennel** is abundant from Lady Moon, offering clean bulbs and reliable sizing.

East Coast **Organic Green Leaf**, **Red Leaf**, and **Romaine Lettuces** are flush with beautiful quality and strong color from Lady Moon Farms in Florida.

**Organic Romaine Hearts** are steady overall, with limited quantities available from Lady Moon.

**Organic Iceberg Lettuce** weights and volume show major improvement as more desert fields open; pricing is easing into mid-month.

**Organic Green, Red, and Rainbow Chards** are abundant from out West, supported by strong new-crop desert region production.



### OG TOMATOES

**GOOD NEWS!** **Organic Snacking Tomatoes** continue to perform well with solid availability across **Organic Grape**, **Cherry**, and **Medley** programs from Florida at Lady Moon Farms. Quality is strong, and pricing sits in an average range with room for ads or displays.

**Organic Beefsteak** and **Cluster Tomatoes** are holding steady with consistent Canadian greenhouse volume and excellent color. Mexican supply is increasing as mid-December approaches, creating additional promotional opportunities. Overall conditions are expected to remain favorable with steady pricing.

**Organic Roma Tomatoes** are seeing improving supply volume with consistent sizing and strong quality out of Mexico. Costs remain slightly elevated, but movement is healthy and demand is steady, with price relief anticipated later in December.





## OG MANGOS & PINEAPPLES

**NOTE:** Organic Pineapples are beginning to open up slightly for mid-December, with limited fruit available from Costa Rica and Mexico.

**NOTE:** Organic Mangos from Ecuador have been somewhat limited. Peru's season is beginning and fruit will be available in mid-December in limited volume. 7ct and 8ct are where most of the volume is.



## OG CELERY

**ALERT!** Organic Celery and Celery Hearts are extremely limited and not promotable as "blight" continues to spread quickly in California. Tight plantings and smaller, more frequent cuts offer limited relief, and blight can present even after the first harvest.

Pricing is very high and likely to remain that way until early January when desert volume is expected to improve availability. Fewer shippers are producing, and allocations are increasing.



## OG CUCUMBERS

**GOOD NEWS!** Organic Cucumbers are in good supply and strong quality out of Mexico and are expected to remain promotable through mid-December.

Organic Mini Cucumbers and Euro Cucumbers are showing excellent quality from Canadian production, with Mexican supply increasing into mid-December. Prices remain within normal ranges, though costs on Organic Mini Cucumbers are expected to rise later in December as supply decreases.



## OG KIWIFRUIT

Organic "Mammoth" Kiwifruit in clamshells from California will be available throughout December, and bulk Green Kiwifruit from Italy is also available.

Italian-grown Organic SunGold Kiwifruit from Zespri will be available in both clamshell and bulk formats starting in mid-December.



## OG FALL FRUIT

Organic Pomegranates from California will be finished around mid-December.

Organic Pomegranate Arils remain in steady supply in a 4oz container under the I Love Pomegranate label.

Organic Hachiya Persimmons are winding down and are expected to finish their California season in early to mid-December. Organic Fuyu Persimmons will last a bit longer but will likely wrap up just before Christmas.



## OG SPECIALTY FRUIT

Organic Feijoa, Passion Fruit, and Kiwano Horned Melons from California will be available through December.

Organic Starfruit, Eggfruit (Canistel), and Black Sapote from Florida will return to the marketplace for mid-December as well.

Green Skin Avocados from Florida will also be available for mid-December.



## OG BABY ARUGULA

**ALERT!** Organic Baby Arugula Salad continue to suffer poor fill-rates and out-of-stocks due to field quality and yield problems into mid-December.



## OG ASPARAGUS

**GOOD NEWS!** Organic Asparagus is in good shape with lighter post-holiday demand and clean fields, making it promotable with reliable coverage and attractive costs compared to recent weeks.



## OG GRAPES

New crop import Organic Grapes continue to show solid performance, despite high prices. Organic Green Grapes from Peru are arriving with strong quality, and Organic Red Grapes are expected to arrive to the East Coast 12/17.





## OG PEARS

**GOOD NEWS!** Northwest **Organic Pears** are in good supply and quality, and will take center stage in January with a large display contest featuring **Organic Anjou, Bosc, and Red Pears**, accompanied by exciting gifts and prizes.



## OG CABBAGE

**GOOD NEWS!** **Organic Green and Red Cabbages** are abundant and promotable from Florida at Lady Moon Farms, where quality has been excellent.



## OG ARTICHOKES

**Organic Artichokes** are back in good supply from Lakeside with dependable arrivals and represent a timely buy.



## OG CAULIFLOWER & BROCCOLI

**Organic Cauliflower** is in improving volume out of winter growing region out of California with more consistent pack outs.

**NOTE:** **Organic Romanesco** remains tight on quality concerns.

**NOTE:** **Organic Broccoli**, both bunched and crowns, is tightening as East Coast availability declines. Prices are rising as reliance increases on West-side desert supply beginning to open up.

**GOOD NEWS!** **Organic Broccoli Rabe** and **Organic Sweet Baby Broccoli** continue to show improving availability with dropping prices.



## OG CITRUS

**GOOD NEWS!** **Organic Mandarins** show excellent quality and strong supply out of California and are highly promotable.

**Organic Navel Oranges** continue to keep pace with demand as markets gradually ease, supported by excellent quality.

**Organic Grapefruit** supplies remain unstable with higher-than-normal markets, though conditions are expected to shift as more shippers enter new crop production heading into the holidays.

Buck Brand **Specialty Organic Citrus** in season:

- **OG Buddha Hand**
- **OG Meyer Lemons**
- **OG T'Orange Lemons**
- **OG Limequats**
- **OG Palestinian Limes**
- **OG Algerian Clementines**
- **OG Lee Mandarins**
- **OG Satsuma Mandarins**
- **OG Afridan Shaddock Pummelos**
- **OG Chandler Pummelos**

## OTHER STORIES

• **GOOD NEWS!** **Organic Green Squash** continues to ease in cost and is promotable out of Mexico.

• **NOTE:** **Organic Bunch Carrots** have tightened as some California shippers note issues with tops.

• **NOTE:** **Organic Carrots**, including Bags, Baby Peeled, and value-added have been tight but are improving. Allocations should continue to ease with stronger sizing and improved quality during December.

• **NOTE:** **Organic Scallions** are showing a slight increase in cost, though well below the escalation seen in the conventional market.

• **NOTE:** **Organic Bicolor Sweet Corn** is finishing harvest in Florida and will conclude for the season in mid-December.

• **NOTE:** **Organic French Beans** 10/1 lb from Guatemala remain limited due to excessive rain and container delays. Orders should be kept conservative with expectations for intermittent shorts.



## OG AVOCADOS

**Organic Hass Avocados** will be promotable for the month of December. Retailers are encouraged to capitalize on Four Seasons' 1st Annual Avocados from Mexico and Calavo Display Contest running throughout the month. All sizing will be in good supply.

OKE and Equal Exchange Fair Trade Organic fruit will be available in 48ct and 60ct for mid-December. The 48ct will be more limited, while the 60ct shows the majority of volume. 8/4ct Ready-Cycle Trays from Equal Exchange will also be available, offering promotional opportunities.

• **NOTE:** **Organic Brown Turkey Figs** from California are now finished for the season. While a small amount of fruit remains, the long transit to the East Coast results in inconsistent quality, so the program is effectively done.

• **NOTE:** **Organic Mini Seedless Watermelons** remain limited out of Mexico due to strong demand and cooler temperatures slowing harvest. As December progresses, new Mexican fields are expected to begin producing, improving supply consistency.



# CONVENTIONAL MARKET NEWS

DECEMBER 12 - DECEMBER 19, 2025

## SUMO CITRUS SEASON BEGINS

One of the most exciting varieties to hit produce departments in recent years is **SUMO Citrus** (Dekopons). This jumbo seedless mandarin hybrid was originally cultivated in Japan and is known for its exceptionally sweet taste, bump rind with a knob at the top that is easy to peel, and big flavor. Citrus fans look forward to this delectable variety more each year!

**GOOD NEWS!** The first **SUMO Citrus** of the new California season will be in stock on the East Coast around 12/16, with peak season running January through early April. Growers are reporting that this year's crop is looking good and has a large size profile. All 28ct and smaller fruit will be packed into bags. The larger fruit will be sold bulk. Four Seasons will be promoting 25ct in 18lb tray cases as well as 9/3lb high graphic bags.

A big **SUMO Citrus** promotion and display contest is being planned for Four Seasons Produce customers for early January - stay tuned for more details!



### CV CITRUS

**GOOD NEWS!** Clementine Mandarins show top-notch quality out of California with even stronger supply. This is an excellent time to promote Mandarins.

**GOOD NEWS!** Import Mandarins are trading in at deep discounts, especially on 36ct medium fruit.

Most shippers are up and running in limited volume on **Cara Cara Oranges** and markets are expected to ease slightly as the holiday approaches.

**GOOD NEWS!** "Vintage Sweets" Heirloom Navel Oranges back in season on 10/3lb bags.

Recent rainfall is contributing to an increased supply of larger sized **Navel Oranges**. This is a strong opportunity to promote **Jumbo Navels** in bins, 8lb bags, and cartons.

Florida **Citrus** continues to show outstanding quality across **Grapefruit**, **Juice Oranges**, and **Pummelos**. These items offer excellent seasonal appeal and are worth featuring.

**GOOD NEWS!** Noble's premium, super-sweet, easy-to-peel, low-seed **Autumn Honey Tangerine** variety from Florida is in peak season for December. Quality and flavor are outstanding! Bulk and bags are available in high graphic boxes.



### CV BERRIES

**GOOD NEWS!** Strawberry supplies have increased rapidly out of Florida and Mexico, prompting sharp price reductions. Weather in Florida may temporarily slow production, but Mexico remains strong. Spot deals will appear before pricing stabilizes heading into Christmas.

**Driscoll's Sweetest Batch Strawberries** are available with exceptional quality and flavor.

**GOOD NEWS!** Blackberries are promotable out of Mexico with strong volume, excellent quality, and continued high demand.

Driscoll's **Sweetest Batch Blackberries** are available again with exceptional flavor.

**Blueberry** supplies remain steady. Peruvian volume is declining while Mexican supply is increasing, supporting stable pricing and excellent quality.

Driscoll's **Sweetest Batch Blueberries** are tasting fantastic and selling well!

**NOTE:** Raspberries are tightening as production becomes sporadic, resulting in higher pricing and potential shortages.



### CV APPLES

**GOOD NEWS!** Envy Apples from New York are available for the first time in bulk and pouch bags, supporting regional interest. Envy Apples from Washington are promotable and in peak season!

**GOOD NEWS!** Eastern **Ludacrisp Apples**, a Honeycrisp offspring, is performing well with intense sweetness and juicy flesh.

Washington **Gala Apples** are packing under estimates with rising markets and potential packing gaps, creating pressure on eastern fruit as well.

Washington **Honeycrisp Apples** is also underpacking, resulting in firmer markets and occasional gaps.

Washington **Cosmic Crisp Apples** are in peak season. Markets are expected to remain stronger than anticipated with the new crop having more of the less desirable sizes and high demand.

**Lucy Rose** and **Lucy Glo Apples** will be in season through December and remain popular for their red-dish flesh and sweet-tart flavor.

Eastern **Pink Lady Apples** are arriving with high color.





## CV GRAPES

California **Red Grapes** continue to show strong supply on late season varieties, like “Scarlotta” and “Allisons,” and more favorable pricing compared to the limited imported fruit. Import prices for December will remain stable but elevated across all colors and sizes.

**Green Grapes** are fully transitioned to new crop Peru with firm prices. XL will be “Sweet Globe” variety. Some “Atumn Crisp” Jumbos will be available approaching the holidays.



## CV SPECIALTY GRAPES

**Specialty Grapes** are coming into season from South America. Here are some packs in stock for the rest of December:

- 228335: CV Grapes Bi-Color Red/Green 8/2lb Clamshell
- 211011: CV Grapes Red 8/2 lb Clamshell
- 228967: CV Grapes Muscat 10/1lb Clamshell
- 10570: CV Grapes Cotton Candy 16 lb
- 219648: CV Grapes- Jelly Berries 10/1lb Clamshell



## CV CELERY

**ALERT!** Celery and Celery Hearts are limited as blight continues to impact California production. Availability is not promotable and pricing remains very high until early January when desert production is expected to offer relief. Fills remain week to week.



## CV LETTUCE

**Romaine Hearts** show improved weights and consistent trims with declining costs.

**Iceberg Lettuce** volume and weights are strengthening as more desert fields open, and pricing is easing into mid-month.

**Green, Red, and Romaine Lettuces** are easing quickly in cost as desert acreage expands. Fills are clean and quality concerns are down.



## CV VEG

**GOOD NEWS!** Eggplant, Green Peppers, Green Squash, and Yellow Squash are all trending down in price with good availability, with **Green Squash** particularly promotable.

**Green Beans** are in good supply, and market pricing continues to ease. Quality has been solid out of the Southeast.

**NOTE:** French Beans from Guatemala continue uneven arrivals due to weather and transportation variability.



## CV KIWIFRUIT

**Green Kiwifruit** is available from Italy and Greece, and **Red Kiwifruit** in clamshells is available from California.

**SunGold Kiwifruit** from Zespri has returned with the Italian season underway in both clamshell and volume-filled options.



## CV CAULIFLOWER & BROCCOLI

**GOOD NEWS!** Cauliflower is abundant out of California with a strong, uniform appearance and promotional potential.

**GOOD NEWS!** Broccoli Crowns and Bunched Broccoli are plentiful and competing with heavy Mexico volume, pushing East Coast pricing lower. Quality is excellent as Georgia winds down and Florida begins harvesting.

**Broccoli Rabe** availability continues to improve and prices easing with steady conditions expected.



## CV PEPPERS

New **Hot Pepper** retail packs from Ark Foods include bagged Jalapeños, Hot Pepper Medley, and Poblanos.

**Color Bell Peppers** remain stable with strong color, wall thickness, and consistent pack outs from Mexico and remaining Canadian programs. Markets are steady with elevated but predictable costs and reliable availability. **Choice Peppers** remain limited.



## CV BRUSSELS SPROUTS

**ALERT!** Brussels Sprouts remain challenging despite slight quality improvements, and markets stay high until demand eases and new cuts improve grading consistency.

A Belgium grower has been added with excellent quality in 2/12.5-pound bags per case to supplement availability for the holidays.





## CV PEARS

**GOOD NEWS!** Washington **Pears** are in excellent supply with most varieties packing above estimates. This is an ideal time to promote **Anjou**, **Asian**, **Bartlett**, **Bosc**, **Comice**, **Forelle**, **Prism Tri-Color** bags, **Red Anjou**, and **Seckel** for the holidays and into the New Year.



## CV FALL FRUIT

California **Pomegranates** are finishing a shorter season, with POM Wonderful supply possibly falling slightly short for Christmas. Limited display bins are available.

**POM Pomegranate Arils** remain steady through December, including the new Twin Pack of two 8-ounce cups.

**Black Mission Figs** from Mexico are available in 12/8-ounce clamshells.

**NOTE:** **Hachiya Persimmons** will be increasingly limited as the California season winds down.

**Fuyu Persimmons** remain available a bit longer and should be merchandised with clear customer guidance: Fuyu can be eaten firm like an apple; Hachiya must be eaten extremely soft like jelly.

• **NOTE:** **English Peas** remain choppy and firm until field and container timing stabilizes. **Snow Peas** and **Sugar Snap Peas** remain tight from Guatemala and Peru, holding firm pricing as Peru winds down.

• **NOTE:** **Carrots**, including Bags, Baby Peeled, and value-added packs, have been limited but are improving as loading begins from Lake Park, Georgia to support Grimmway's programs, leading to stronger sizing, improved quality, and easing allocations.

• **Boston** and **Artisan Lettuces** are stabilizing with increased desert acreage, improving handling performance, and declining costs.



## CV HASS AVOCADOS

**Hass Avocados** remain promotable for mid-December. The Happy Hass-i-days Display Contest with Avocados from Mexico and Calavo features strong pricing and attractive display materials.



## CV MELONS

**Mini Seedless Watermelons** remain in good supply out of Guatemala with reasonable pricing and strong quality, supported by Mexico and Florida.

**Seedless Watermelon** prices are easing as Mexico and offshore supply improve, with Florida aligning at lower price levels.

**NOTE:** Offshore **Cantaloupe** and **Honeydew** continue to struggle with consistent supply due to earlier weather events and current vessel delays, keeping December markets elevated.

## OTHER STORIES

• **Fennel** from California continues to build in volume with strong flavor and gently easing markets as desert production expands.

• **ALERT!** **Scallion** prices have moved significantly higher as supplies tighten out of Mexico, and iceless and bagged packs remain especially challenged.

• **Bicolor Corn** continues out of Florida with steady volume and may see minor price increases due to holiday freight conditions.

• **Cherries** from Chile are arriving by vessel with easing markets and steady supplies expected heading into the New Year. **Peaches** and **Nectarines** are expected to begin soon with limited and sporadic arrivals.



## CV CHESTNUTS

Italian **Fresh Chestnuts** from Bella Vita are available in bulk 25-pound cases and premium 20/1lb jute bags with strong seasonal appeal and high-quality presentation.



## CV TOMATOES

**GOOD NEWS!** **Snacking Tomatoes**, including **Grape**, **Cherry**, **Medley**, and **Specialty** packs remain well supplied from both field and greenhouse programs, supported by strong quality and favorable pricing for promotions.

**Roma** and **Round Tomatoes** are stabilizing after earlier volatility, with Mexico and Florida providing consistent volume. Quality remains strong, and pricing is holding at average levels with relief expected in the near future.

**Beefsteak** and **Cluster Tomatoes** pricing remains steady with solid quality. Canadian hothouse markets are currently average, with slightly firmer markets possible as the holiday approaches.

• **NOTE:** **Lime** prices are expected to gradually increase for the remainder of December.

• **Mango** arrivals remain sporadic on the East Coast due to container delays from Ecuador and Peru, though overall supply remains strong.

• **GOOD NEWS!** **Artichokes** are flush and highly promotable with consistent sizing and clean packs.

• **Mini** and **Euro Seedless Cucumbers** continue steady production and excellent quality from Canadian and Mexican greenhouses. Pricing is moderate and supply is meeting current demand, though costs are expected to rise in the coming weeks.



# 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

## TIME TO PRE-BOOK VALENTINE'S DAY FLORAL!

*Contact your Four Seasons rep for details and sales flyers!*

- Due 12/18:** Second Nature Dried Bouquets for Deliveries beginning 1/16.
- Due 12/26:** Valentine's Day Potted Offerings for deliveries beginning 1/30.
- Due 12/26:** Floranation bouquet and arrangement offerings for deliveries 2/6-2/14.





# 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.





# AVOCADOS FROM MEXICO HAPPY HASS-I-DAYS DISPLAY CONTEST DECEMBER 1 - DECEMBER 28, 2025

Four Seasons Produce and Avocados From Mexico (AFM) have teamed up for a year-end display contest designed to drive tonnage and boost sales. With sharp new POS bins and boxes, strong pricing, and the ever-popular avocado in the spotlight, it's a perfect opportunity to grow sales, increase basket size, and build standout displays. Great prizes are on the line—so join the avocado fun and celebrate the Hass-i-days the AFM way!

## DISPLAY CONTEST CRITERIA:

- Build an amazing display using fresh Mexican avocados. **ALL fruit MUST be purchased through Four Seasons Produce.**
- Must buy a **total of 20 cases** of fruit during the contest period in order to qualify. This can be a combination of bulk and bagged fruit.
- All displays **MUST highlight the AFM brand** through bins, boxes, racks or point of sale signage.
- Display must remain up a **minimum of one week.**
- Please send all contest photos to [contests@fsproduce.com](mailto:contests@fsproduce.com) by **January 2, 2026.**



## AVOCADO TIP:

The key to driving strong avocado sales in your department is to always have ripe fruit available. Many shoppers are looking for avocados they can enjoy the same day—or even immediately—so keeping ripe options on display is essential for meeting their expectations and capturing those impulse purchases.

One simple way to ensure you never run out of ready-to-eat fruit is to set up an in-store ripening program. Check out this video for an easy, step-by-step guide to keeping perfectly ripe avocados on hand at all times:

[https://youtu.be/fqoWpYVtec0?si=K0yIKc6zIKtBjb\\_P](https://youtu.be/fqoWpYVtec0?si=K0yIKc6zIKtBjb_P)

**Four Seasons Produce also carries pre-conditioned fruit to help you maintain ripe fruit on display.** Please talk to your Four Seasons Sales Rep or Merchandiser for details!

## DISPLAY CONTEST PRIZES:

### GRAND PRIZE \$500 GIFT CARD



Display will be judged on creativity, overall eye appeal, use of AFM point of sale material, and also on highest % of YOY growth during the same time period.

We will need scan data from store level to show increase to meet Grand Prize criteria.

### LARGEST DISPLAY:

1ST PLACE - \$300  
2ND PLACE - \$200  
3RD PLACE - \$100



### MOST CREATIVE DISPLAY:

1ST PLACE - \$300  
2ND PLACE - \$200  
3RD PLACE - \$100

### HIGHEST YOY INCREASE % YOY (Will need scan data from store to meet criteria)

1ST PLACE - \$300  
2ND PLACE - \$200  
3RD PLACE - \$100

### BEST GUAC THEMED DISPLAY:

1ST PLACE - \$300  
2ND PLACE - \$200  
3RD PLACE - \$100



PHONE: 1.800.422.8384

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# WONDERFUL CITRUS "HALOS" DISPLAY CONTEST

## DECEMBER 1 - DECEMBER 28, 2025

### HAPPY HALO-DAYS!

**Our annual Halos Display Contest is here, and yes indeed, it is the most wonderful time of the year!**

Four Seasons Produce has teamed up with Wonderful Citrus for a year-end display contest to drive strong holiday sales! Showcase Halos—a family favorite and produce staple—alongside Wonderful Seedless Lemons. Use our high-graphic bins, boxes, and POS materials to create bright, eye-catching displays that attract shoppers and boost sales.

## DISPLAY CONTEST CRITERIA:

- Build a display with Halos Mandarins. ALL fruit **MUST** be purchased from **Four Seasons Produce**.
- Must purchase a **minimum of 10 cases** of Halos during the contest period time.
- Must use the **HALOS point of sale bins OR boxes** in your displays.
- All contest displays must remain up for a **minimum of 1 week**.
- Please send all display contest photos to [contests@fsproduce.com](mailto:contests@fsproduce.com) by **January 2, 2026**.



## DISPLAY CONTEST PRIZES:



**SMALL STORE**  
(3 registers or less)

**LARGE STORE**  
(4 or more registers)

**\$500 Gift Card**

Grand prizes will be awarded on having all display contest criteria met, display creativity, and overall eye appeal.

### LARGEST DISPLAY

1<sup>ST</sup> PLACE: **\$350**  
2<sup>ND</sup> PLACE: **\$250**  
3<sup>RD</sup> PLACE: **\$150**

### BEST ALL ORGANIC DISPLAY

(ALL fruit must be Organic)

1<sup>ST</sup> PLACE: **\$350**  
2<sup>ND</sup> PLACE: **\$250**  
3<sup>RD</sup> PLACE: **\$150**

### BEST HOLIDAY THEMED DISPLAY

1<sup>ST</sup> PLACE: **\$350**  
2<sup>ND</sup> PLACE: **\$250**  
3<sup>RD</sup> PLACE: **\$150**

### BEST SMALL STORE DISPLAY

(3 registers or less)

1<sup>ST</sup> PLACE: **\$350**  
2<sup>ND</sup> PLACE: **\$250**  
3<sup>RD</sup> PLACE: **\$150**

**So its time to get our Halos on and build some WONDERFUL HALOS displays!**  
**For more display tips and ideas, please talk to your Four Seasons Sales Rep or Merchandiser.**

See page 2 for Point of Sale codes.

Please check with your Four Seasons Produce Sales Rep or Merchandiser for full availability.



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arkFOODS

NEW AT FOUR SEASONS!

# Bagged Chili Peppers

## CHILIS FOR EVERY OCCASION

- + convenient & contact-free
- + education on pack
- + efficient inventory management
- + supports e-comm shopping
- + easy scanning

**CODE: 247083**

CV Peppers Medley Hot  
6/8oz Bag  
UPC: 810087500658



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



**CODE: 247081**

CV Peppers Jalapeno  
Bagged 6/8 oz  
UPC: 810087500467



**CODE: 225831**

CV Peppers Shishito  
8/8 oz Bag  
UPC: 615435435053



**CODE: 247082**

CV Peppers Poblano  
Bag 6/16oz  
UPC: 810087500405

Since the early days of Ark Foods, we've been growing a variety of chili peppers at our Primus-certified farms along the East Coast.

Given consumers' interest in home cooking and global flavors, chili peppers lend themselves to a curiosity in the kitchen we're seeing more than ever.

As established growers with a penchant for packaged produce, our line of bagged peppers highlights both our love of the farm as well as our playful approach to vegetables.



# NEW PRODUCT

INTRODUCING  
CHESTNUT  
MUSHROOMS!



Small to medium sized open - Rounded Cap that stays firm and dense - Long thin stem - Texture is chewy & meaty - Flavor is Rich, nutty and slightly sweet

CODE	DESCRIPTION	PK/SZ	UPC
247086	OG Mushroom Chestnut	6/3.5 oz Mother Earth	6-42102-23502-9
247087	OG Mushroom Chestnut	3 lb Mother Earth	94651

## AVAILABLE NOW!



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