

# Northwest Cherries



## How to Increase Cherry Sales

- ✓ Display in a prime, high traffic location to increase impulse buys.
- ✓ Build secondary displays in the department and throughout the store.
- ✓ Actively promote "Cherries are Here" to drive impulse sales.
- ✓ Have recipes and usage tips available to show the versatility of cherries.
- ✓ Promote freezing cherries so your customers can enjoy cherries off-season.
- ✓ In-store sampling drives cherry sales, especially on Rainiers!
- ✓ Promote the health benefits of cherries in your promotions.



## handle with care and reduce shrink

■ Handle with care to avoid bruising.

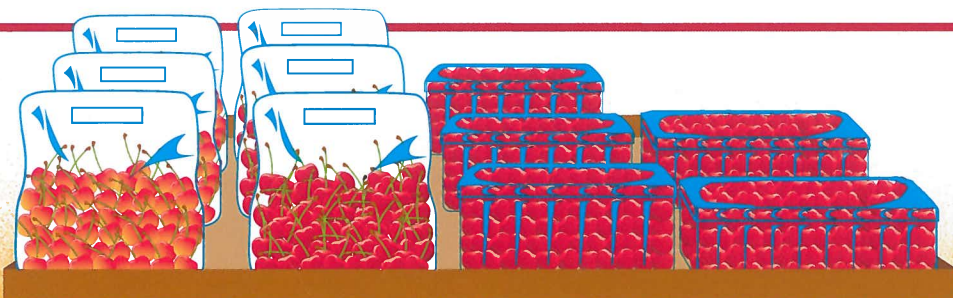
■ Don't pile cherry bags on top of each other and don't stack clamshells more than 2-3 high. Mounded displays can cause bruising. Allow plenty of shelf space and build attention getting displays.

- Remove defective fruit frequently.
- Keep cherries cool. Refrigerated displays maintain the best fruit quality. Tip: Keep them cool as much as you can!
- Keep cherries dry. Cherries absorb water and will soften if sprinkled.
- Refrigerate your display supplies overnight. The cooler they are, the longer they'll last.
- Order adequate supplies to avoid out-of-stock situations.
- Train baggers to place cherries at the top of the grocery bag to prevent bruising. Satisfied customers will return to buy again and again!

## Promote for profit

During the 10-12 week Northwest Cherry season, many retailers find cherries actually outsell other produce items that are available year-round. Maximize your season.

Northwest Cherries are a great impulse item. Make it easy for your customers to find and buy Northwest Cherries.



### BAGS

- Convenient
- Excellent value
- Don't mound, a single layer works the best
- Maximize your profits by offering multiple packaging options
- Great for Rainier cherries

### CLAMSHELLS

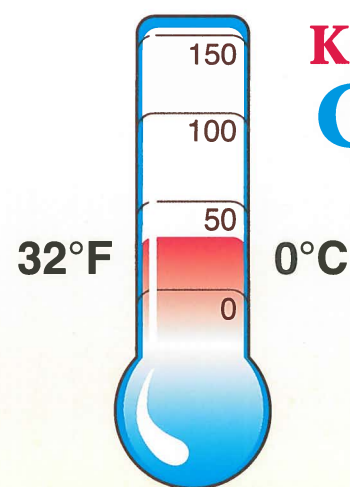
- Excellent storage and protection
- Promote in larger displays
- Don't stack more than 2-3 high
- Convenient
- Great for Rainier cherries
- Available in a variety of sizes

## Keep cherries out of sunlight.

As temperatures warm, fruit becomes limp and stems quickly brown and shrivel.

## Avoid sprinkling cherries with water.

Cherries will absorb water and soften. Water spreads decay.



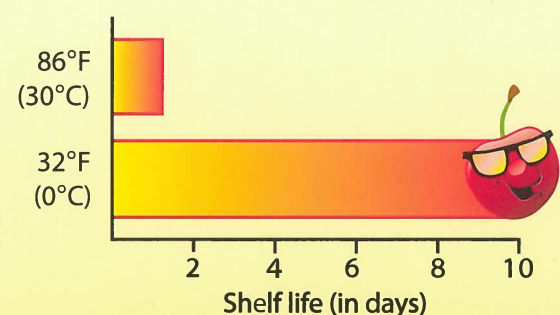
## Keep cherries COOL.

## The higher the temperature ...the shorter the life.

Cherries lose more quality in 1 hour at 68°F (20°C) than in 24 hours at 32°F (0°C).

- 32 Fahrenheit (0 Celsius)
- 90% - 95% humidity

Under these conditions, fresh cherries will keep for several days.



## Secondary Displays Drive Sales!

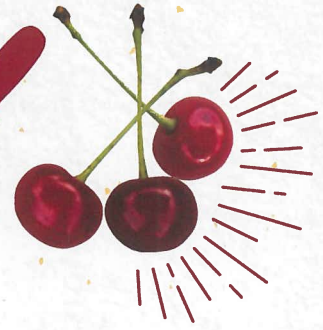






# Cherry

## VARIETY SHEET



### COMMON CHERRY VARIETIES

Our dark sweet and yellow cherries are recognized throughout the world for their sweetness, firmness and consistency in color. Here are some of the leading varieties we grow to provide cherries for your table from June clear through the summer.

#### CHELAN®

The Chelan variety is a leading early-ripening sweet cherry of the Pacific Northwest. They have a sweet, rich flavor and a firm texture. Chelans® have a unique round, heart-shape.

Available through June

#### TIETON™

Another early ripening cherry that is extraordinarily large in size, with excellent firmness and a mild sweet flavor. Tieton™ is a glossy mahogany-red cherry.

Available through June

#### SANTINA™

An early variety that is dark to almost black in color. It has a unique flattened heart shape with lustrous skin. Newer variety/Limited availability.

Available through June

#### EARLY ROBIN

Quite similar to Rainiers, Early Robins ripen several days earlier, giving customers the chance to enjoy a yellow fleshed cherry earlier in the season.

Available through June

#### BENTON

A mid-season, dark red cherry that closely resembles the Bing variety. This large cherry has excellent firmness with superior flavor. This cherry was developed at WSU Prosser Research Center. Newer variety/Limited availability.

Available mid June – mid July.

#### BING

The leading and best-known sweet cherry in North America. The Bing originated in Milwaukie, Oregon in 1847. They are firm, juicy, sweet and have a deep mahogany-red color.

Available mid June – mid August

#### LAPINS

A firm, large mahogany red cherry that has great flavor and good quality. It's a great backyard cherry because you can plant just one tree. This late season variety is known for it's large size

Available late June – mid August

#### RAINIER

A very attractive, exceptionally large yellow cherry with a red blush. Rainiers have a distinctive and vibrant appearance among sweet cherry varieties. Delicately sweet flavored, the flesh is pure yellow, very firm and finely textured.

Available mid June – end of July

#### SKEENA™

Large, sweet and extremely firm, Skeena™ continues to grow in popularity with consumers and growers. This dark red to almost black variety has a very firm texture. A great late-season variety.

Available early July – mid August

#### SWEETHEART™

A medium to large sized, heart-shaped cherry that is deep red in color. The Sweetheart™ has a mild, sweet flavor and outstanding firmness.

Available mid July – mid August

#### REGINA™

A popular dark red cherry that is fairly large in size. Reginas™ have a firm texture and sweet flavor that is driving demand for this variety.

Available late June – late July



CHECK WITH YOUR SUPPLIER FOR THESE AND OTHER VARIETIES.