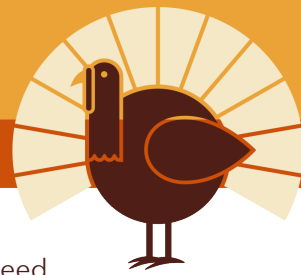


# 2020 THANKSGIVING PLANNING

THANKSGIVING IS THURSDAY, NOVEMBER 26. PLAN NOW WHILE THERE'S THE LUXURY OF TIME!



## Why all the effort and planning?

As a retailer, you want to help your shoppers create that special meal for Thanksgiving. To do that, you need to anticipate what ingredients they will be using, when they'll need them, and how much they'll need. And if you do this well, you'll create big sales and build goodwill with your shoppers that can help them make you their choice for all of their holiday shopping needs.

As a buyer or manager, Thanksgiving is all about maximizing sales and profits by building massive, fresh, and seasonal, and holiday related displays. Some of these displays can stay up through Christmas. Let's get planning! Be creative to encourage impulse purchases.

## What can we expect for Thanksgiving 2020?

Some consumer research has indicated that up to 40% less shoppers plan to host or attend large Thanksgiving meal gatherings with people outside of their own household due to the ongoing pandemic. But there is a belief that many will still want the traditional flavors and dishes of Thanksgiving for their own family. With more single household gatherings, there could be more holiday ingredient buyers, just with smaller quantities.



Like other times during the pandemic, the supply chain may be strained. Manufactured fresh items and value-added products have been subject to prorates and logistical delays this fall. For example, some Cider producers can't keep up with demand, and once-a-year items like Candied Fruit for fruit cake, are arriving much later than expected and not in the right quantities. So, some level of flexibility and adaptability will be needed.

## What is Four Seasons Produce doing to prepare for the holidays?

The first focus is keeping our people safe and facilities running as smoothly as possible. The COVID-19 protocols, facilities investments, and extra sanitation measures we've put in place will continue.

The second focus is adding staff to our warehouse and packing operations teams to support the heavy case-pick demand from our retailer partners. Over 30 selectors have been on-boarded during October to prepare for the higher levels of demand we expect, and our hiring efforts continue.

Finally, the third focus is working to anticipate item level demand during this unprecedented Thanksgiving holiday.



## Invest in preparation:

Planning, scheduling, and ordering are going to be crucial for your department's success. This is especially true in a year where retail food business has been trending way up and logistical challenges and delays have been frequent. In the following pages, we've laid out some ideas and reminders to help you prepare your department, create excitement, and drive sales.

## Four Seasons Produce 2020 Thanksgiving Office & Delivery Schedule

**Sunday 11/22 - Tuesday 11/24:** Normal office and delivery schedule.

**Wednesday 11/25:** Normal office schedule, extra deliveries in some areas. Taking orders for Friday delivery.

**Thursday 11/26:** Happy Thanksgiving!! Office closed and no deliveries.

**Friday 11/27 & Saturday 11/28:** Normal office and delivery schedule.

\*\*Please contact your rep if you have any questions or requests.

We are extremely grateful for all of our hardworking associates, loyal customer partners, and supportive suppliers. 2020 has thrown a lot at us, but together, we've kept communities around the Mid-Atlantic and Northeast fed. Thank you!



# 10 TIPS & REMINDERS TO HELP YOU THIS THANKSGIVING

1

**Nut and Baking Displays** should be built during early to mid-November. Nuts are not just for baking, they are good sellers as healthy, high energy snacks. Nuts and baking products will sell well through New Year's.

**What to Include:** *In-shell & Shelled Mixed Nuts* and *Walnuts, Fresh Chestnuts and Roasted/Peeled Chestnuts, Pistachios, Almonds, Raisins, Dried Cranberries, Baking Dates, Medjool Dates*, and *Dried Figs*. Some stores continue to have customers ask for *Candied Fruit* for making fruitcake.

**Refill:** Initial *Diamond California Shelled*, and *In-shell nut* orders have had prorates, shipping delays, and other pandemic related challenges. We'll be re-filling throughout November and December from East Coast storage centers as available. Re-order early so you can stay ahead as product sells down.



2

**Convenience and Recipe-Ready Products** save time for busy meal preparers and sell well the week before Thanksgiving. Offer ready-to-use products that are washed and trimmed, peeled, and cut, or in a microwavable package.

- **Trimmed & Washed Microwaveable Green Beans** - 2 lb family bags available by preorder
- **Season & Steam Microwaveable Brussels Sprouts**
- **Peeled** and **Cubed Butternut Squash**
- **Bagged Cut Vegetables & Veg Trays**
- **Fresh Cut Vegetables** and **Fruits & Trays** - available by preorder to help you stay in stock
- **Stuffing Mix (Diced Onion & Celery with Herbs)** - available by preorder



3

## Build a Big Sweet Potato Display to capture Big Sales!

Promote the full variety of **Sweet Potatoes (Yams)** with some aggressive pricing too!

**TIP #1:** Post a full case price or make random weight tote bags full of potatoes for grab & go.

**TIP #2:** Add **3lb Bagged Sweet Potatoes** for November.

**TIP #3:** Purple is hot! Add **Stokes Purple Sweet Potatoes** for consumers that want a conversation-sparking side dish.

4

**Potatoes & Onions - the staples matter.** This is the time of year to build large displays of **bagged** and **loose Potatoes & Onions, Shallots, and Garlic**.

- The best varieties for **MASHING** include: **Yellow/Yukon Gold** and **White Potatoes** (traditional), **Red Skin** (for skin-on recipes) and **Idaho Russets** (for fluffy texture).
- Having some jumbo sized **Russets** are nice for shoppers that care for ease of peeling at home.
- **Fingerling Potato** varieties and **Baby Potatoes** are ideal for **ROASTING** and do not need to be peeled.



5

**Classic Thanksgiving ingredients for holiday side dishes drive sales.** Be ready with:

**Traditional Veg - Green Beans** are a favorite! **Broccoli, Asparagus, Brussels Sprouts**, and **Cauliflower** are in peak demand.

**Did you know?** Thanksgiving week sales are often higher than at any other week of the year for: **White Mushrooms, Fresh Cranberries, Brussels Sprouts, Rutabagas, Parsley, Fresh Herbs (including poultry blend), Leeks, Baby Peeled & Whole Carrots, Green Beans, and White Pearl & Cipollini Onions.**

## 6 Be ready with Fresh Herbs! Pre-book your FRESH HERBS. Do not wait - plan ahead so you're in stock.

*Thyme, Rosemary, Sage, Poultry Mix, and Chives* will be the top 5 fastest moving herb packs for Thanksgiving.



## 7 Pay attention to Stuffing and Filling ingredients. Think about the items your customers add to Stuffing, Filling, and to their Turkey:

- **Celery** or **Celery Hearts** and **Yellow Onions** or **Sweet Onions** are on almost everyone's shopping list. Be ready and fresh!
- **Chestnuts, Bunched Parsley, Mushrooms, Sage, Apples, and Cranberries** are key stuffing ingredients in many recipes.

## 8 Greens Sell! Collards, followed by Kale, Mustard, Turnip Greens, are important for many ethnic and vegetarian holiday dinners.

**TIP #1:** Get pre-books in for **Washed & Chopped Collards** and **Kale** bags.

**TIP #2:** Get pre-books in for bunched **Collards** and **Kale** at stores where that is an in-demand traditional side dish.

**TIP #3:** Post a case price for **Collards** where appropriate.

## 9 "Whoops, I forgot these sell so well for Thanksgiving!" Some items just move surprisingly well around Thanksgiving. Be ready on:

**Clementines & Satsuma Mandarins, Navel Oranges, Pomegranates & Pomegranate Arils, Fresh Apple Ciders, Artichokes, Fennel (Anise), Cabbage & Cole Slaw Mixes, Parsnips, Rutabagas, Bananas** (stay ahead on color), **Grapes, Jarred fruits** and **Citrus salad, and Pineapples.**

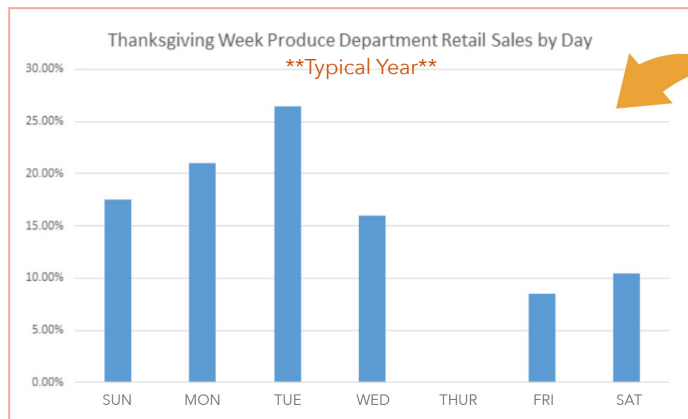
## 10 Labor Scheduling and Order Planning can have a huge impact on your Thanksgiving Sales.

**ORDERING TIP #1:** Being a last minute orderer can burn you. PRE-BOOKS on key holiday items are strongly encouraged. You can always back off on your orders following the holiday, but you cannot sell what you don't have in your store. If you have a scheduled delivery for **WED 11/25**, that should be for last minute fill in and Friday sales.

**ORDERING TIP #2:** Bring in warm table and hard items in for **THURS 11/19 - SAT 11/21** and fresh items in by **SAT 11/21 - MON 11/23 BEFORE** Thanksgiving so you and your staff are on the sales floor **TUES 11/24** and **WED 11/25**, not in the back room waiting on and unloading trucks.

**LABOR TIP #1:** Your produce department should be set and ready to shop by 9:00 AM **MON - WED** for your customers' convenience. Do not get behind the '8' ball or you will disappoint your customers. Stay ahead and your holiday business will go smoothly. It's possible to expect a 5% sales bump vs current trends the week before Thanksgiving, and a 15-20% bump the week of Thanksgiving but packed into 6 days. Sales will then likely drop sharply for the week after Thanksgiving.

**LABOR TIP #2:** Schedule evening help on **SUN - WED**. Have your evening associates fill all hard goods like potatoes, onions, and roots, along with semi-perishable product lines such as juices, dressings, dips, nuts, dried fruits, etc. Most of the fruit counters can also be packed-out in the evenings - apples, pears, citrus, pineapples, bagged fruit, and melons. Stock your greens and wet vegetables, mushrooms, berries, and grapes in the morning before opening.



### PRO TIP:

Plan your ordering with this "sales at retail" curve in mind."

To be in stock for the Sunday, Monday, and Tuesday rushes, you need to have product ordered and delivered 2-3 days ahead of these peak selling days.

**Be Organized! Be Fresh & Full! And Be Successful! Have a great holiday! And THANK YOU for being our customer!**

\*Want more advice or tips individualized for your store situation?  
Contact your Four Seasons Produce Merchandiser or Sales Rep!