

# THE FOUR SEASONAL

CHECK LISTS, MERCHANDISING TIPS, IDEAS FOR INDEPENDENT RETAILERS



## 2021 FOUR SEASONS PRODUCE THANKSGIVING, CHRISTMAS, & NEW YEARS SCHEDULE

### THANKSGIVING DELIVERY SCHEDULE:

**Sunday 11/21 - Tuesday 11/23:** Normal office and delivery schedule.

**Wednesday 11/24:** Normal Office and delivery schedule. Taking orders for Friday 11/26 delivery.

**Thursday 11/25:** Happy Thanksgiving! Office closed and no deliveries.

**Friday 11/26 & Saturday 11/27:** Normal office and delivery schedule.

### CHRISTMAS & NEW YEARS DELIVERY SCHEDULE:

**Sunday 12/19 - Thursday 12/23:** Normal office and delivery schedule.

**Friday 12/24:** Normal delivery schedule. Office open until 1pm, planning orders for Sunday 12/26 & Monday 12/27 deliveries.

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

**Sunday 12/26 - Thursday 12/30:** Normal office and delivery schedule.

**Friday 12/31** - Normal delivery schedule. Office open until 1pm for order planning for Sunday 1/2 and Monday 1/3.

**Saturday 1/1/2022:** Happy New Year! Office closed. No deliveries.



# THANKSGIVING MERCHANDISING

## TRADITIONAL "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
- ☐ Fennel/Anise
- ☐ Mushrooms - White
- ☐ Fresh Herbs
  - ☐ Poultry Mix
  - ☐ Sage
  - ☐ Rosemary
  - ☐ Thyme
  - ☐ Chives
  - ☐ Curly Parsley Bunch
  - ☐ Flat Parsley Bunch

### FRUIT

- ☐ Apples - Granny Smith & Honeycrisp
- ☐ Apples - McIntosh, Cortland, & Rome
- ☐ Berries
- ☐ Cranberries
- ☐ Grapes
- ☐ Mandarins - Clementines & Satsumas
- ☐ Oranges - Navel
- ☐ Persimmons - Fuyu & Hachiya
- ☐ Pomegranates - Whole & Arils

### BAKING

- ☐ Nuts - In-Shell & Shelled
- ☐ Chestnuts
- ☐ Pistachios
- ☐ Raisins & Dried Cranberries
- ☐ Dates
- ☐ Glacé/Candied Fruit

### DECORATIVE

- ☐ Fresh Cut Flowers
  - ☐ Floral Mums
- \*\*All items pre-ordered*

### HARD GOODS

- ☐ Garlic
- ☐ Hard Squashes - especially Butternut
- ☐ Pie Pumpkins
- ☐ Parsnips
- ☐ Rutabagas
- ☐ Onions - Pearl, Cipollini, & Shallot
- ☐ Onions - Sweet & Yellow
- ☐ Potatoes - Russet, White, Red, & Gold
- ☐ Sweet Potatoes (Yams)

### VALUE ADDED

- ☐ Cole Slaw & Salad Mixes
- ☐ Stuffing Mix
- ☐ Cubed Butternut Squash
- ☐ Cut Vegetable Florets
- ☐ Snipped Green Beans
- ☐ Chopped Collard and Kale
- ☐ Sparkling Juice
- ☐ Apple Ciders

## 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 refilling 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 & 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

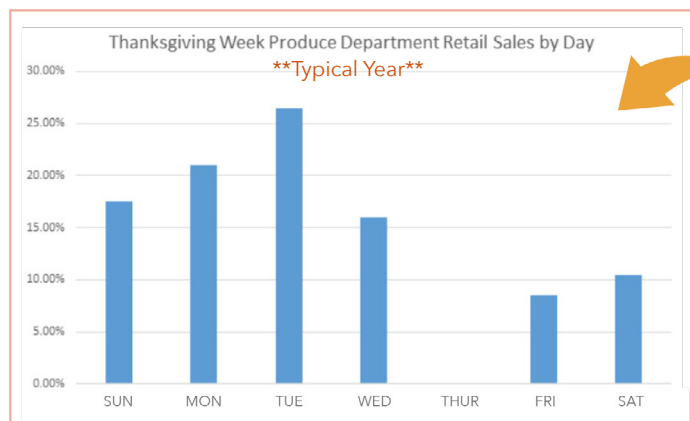
**Labor Scheduling and Order Planning can have a huge impact on your Thanksgiving Sales.**

**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 11/24**, that should be for last minute fill in and Friday sales.

**ORDERING TIP #2:** Bring in warm table and hard items in for **THURS 11/18 - SAT 11/20** and fresh items in by **SAT 11/20 - MON 11/22 BEFORE** Thanksgiving so you and your staff are on the sales floor **TUES 11/23** and **WED 11/24**, 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!





# NOVEMBER 2021

## DISPLAY PROMOS

- NORTHWEST PEARS
- SUGARBEE APPLES

## AD FEATURES

- GREEN BEANS
- SWEET POTATOES
- POTATOES (ALL COLORS & RUSSET)
- CLEMENTINE MANDARINS (BEGIN)
- NORTHWEST APPLES & PEARS

## BEST OF SEASON

- PERSIMMONS
- POMEGRANATES & ARILS
- CRANBERRIES
- SATSUMA MANDARINS (BEGIN)
- CLEMENTINE MANDARINS (BEGIN)
- MEDJOL DATES
- CHESTNUTS
- NUTS FOR SNACKING & BAKING
- HONEYCRISP APPLES
- FUJI & PINK LADY APPLES
- GRANNY SMITH APPLES
- APPLE CIDER
- ANJOU PEARS (RED & GREEN)
- COMICE PEARS
- SWEET POTATOES
- STOKES PURPLE SWEET POTATOES
- BRUSSELS SPROUTS & STALKS
- CAULIFLOWER
- RUTABAGAS, PARSNIPS, TURNIPS
- FENNEL
- WHITE MUSHROOMS
- RUSSET & WHITE POTATOES
- BABY & FINGERLING POTATOES
- BLUEBERRIES (PERU & MEXICO)

## SPECIALTY APPLES

- SUGAR BEE
- OPAL
- LADY ALICE
- SNAP DRAGON
- JAZZ
- ENVY
- LUCY ROSE



	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
WEEK 45	FALL FRUIT (POMEGRANATES, PERSIMMONS, NUTS) / PEAR SEASON						
		1	2 Election Day	3	4	5	6
WEEK 46	FALL FRUIT (POMEGRANATES, PERSIMMONS, NUTS) / PEAR SEASON						
	7 Daylight Saving Time Ends	8	9	10	11 Veterans Day	12	13
WEEK 47	THANKSGIVING						
	14	15	16	17	18	19	20
WEEK 48	THANKSGIVING						
	21	22	23	24	25 Thanksgiving Day	26 Black Friday	27 Small Business Saturday
WEEK 49	HANUKKAH / HOLIDAY BAKING / MANDARIN SEASON						
	28	29 Hanukkah Begins	30				



# DECEMBER HOLIDAY MERCHANDISING

**HANUKKAH BEGINS:** SUNDAY, NOVEMBER 28 (BEGINS AT SUNDOWN)

**CHRISTMAS DAY 2021:** SATURDAY, DECEMBER 25 **NEW YEAR'S DAY 2022:** SATURDAY, JANUARY 1

The December holidays are filled with ethnic, religious and cultural traditions that influence your customers' food choices. Understand the preferences of your shoppers? Know your customers and the cultural make-up of the neighborhoods near your store. This will aid you in creating merchandising and sales opportunities by catering to their individual needs through fresh produce variety, displays and special offerings, as well as inspiring meal or party ideas.

Use this checklist of suggestions and tips to help you plan so you can please your customers and set sales records in your produce department this Holiday season.

## TRADITIONAL "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 - Grape & Cherry

### 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

### BAKING

- ☐ Nuts - In-Shell & Shelled
- ☐ Chestnuts
- ☐ Pistachios
- ☐ Raisins & Dried Cranberries
- ☐ Dates
- ☐ Glacé/Candied Fruit

### DECORATIVE

- ☐ Fresh Cut Flowers
  - ☐ Poinsettias
  - ☐ Fresh Wreaths
  - ☐ Norfolk Island Pines
- \*\*All items pre-ordered*

### HARD GOODS

- ☐ Garlic
- ☐ Parsnips
- ☐ Rutabagas
- ☐ Onions - Pearl, Cipollini, & Shallot
- ☐ Onions - Sweet & Yellow
- ☐ Potatoes - Russet, White, Red, & Gold
- ☐ Sweet Potatoes (Yams)

### 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

## THE 12 TIPS & REMINDERS TO HELP YOU THIS DECEMBER

### 1. NUT & DRIED FRUIT DISPLAYS

Nut & Dried Fruit Displays should include: In-shell and Shelled Nuts, Raisins, Dates, Medjool Dates, Chestnuts, Dried Figs, String Figs, Nut trays and a variety of Pistachio packs. Ask your rep about the brands and programs we offer on organic and conventional.

Take a good look at your inventory on Glacé/Candied Fruit and holiday shipper displays around December 12th - 15th to make sure that you have it all out on the sales floor. Consider reducing the retail so you don't carry it over past the holiday. Turn your cash over and start out fresh next year.

### 2. FRUIT BASKETS & PARTY TRAYS

These are a MUST during the holidays for those hosting parties or going to gatherings! Utilize Four Season's fruit basket pre-order program to grow your incremental sales for the holidays. Use our selection of pre-made styles to complement your gourmet store-made baskets.

Our pre-made fruit and vegetable trays are convenient, gain extra impulsive sales and require no additional labor from your produce department. These will certainly boost your sales through the holiday period. Four Seasons will offer pre-books on Fruit and Vegetable Trays throughout the holidays.

### 3. 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. Loose or tote bag displays of Stem & Leaf Mandarins can really make a statement!





#### 4. CONVENIENCE PRODUCTS SAVE HOSTS' TIME

Cored Pineapples, Cubed Butternut, Microwave Green Beans, Pomegranate Arils, cut vegetable bags, Vegetable Spiral Noodles, and pre-ordered fresh cut fruits and vegetables will sell well all month, especially right before Christmas and New Year's Day. Are you prepared to have these incremental sellers in stock? Don't forget the Fresh Salsa!

#### 5. DECEMBER HOLIDAYS ARE HISTORICALLY MORE FRUIT FOCUSED

It's more fruit focused than Thanksgiving, which has a bigger vegetable focus. Expand fruit variety with Coconuts, Kiwifruit, Persimmons, Pomegranates, Mangos, Papayas, Melons, varietal Pears, all fresh Berries, Pineapples, Clementines, Satsuma Mandarins, Pummelos, and other fresh Citrus. December is a great time to promote Organic Specialty Citrus from Buck Brand.



#### 6. 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. Pay attention to parsley, rosemary, thyme, sage, poultry blend, celery, and celery hearts.

#### 7. HIGHLIGHT GREAT HOLIDAY MOVERS

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 and Pearl and Boiler onions are popular holiday dinner side dishes.



#### 8. 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 2021 is November 28 (begins at sundown) - December 6**



#### 9. CATER TO THE DO-IT-YOURSELF VEGGIE TRAY MAKERS

Specifically with: Celery & Carrot Sticks, Baby Carrots, Broccoli Crowns, Cauliflower Florets, all Colored Peppers - Red, Yellow & Orange, Radishes, Broccoli, Cauliflower, Celery, sliced and whole White Mushrooms, Grape & Cherry Tomatoes, Scallions, Cucumbers, Green & Yellow Squash, Avocados, and Asparagus. Fresh dips, dressings, and guacamoles are big sellers.

#### 10. 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 & Acorn Squash, varietal Eggplant

**Southern Cooking:** Collards - bunched and shredded, Kale, Black-Eyed Peas, Sweet Potatoes

#### 11. ORDER & DISPLAY PLANNING TIPS

- Key Christmas displays should be in place by December 17th to maximize sales and profits and to keep your labor force as efficient as possible.
- Bring in your tonnage and items on your deliveries December 17th-19th.
- Stay ahead on your "hard goods" like potatoes, onions and dips. Your shrink risk is minimal, but if you are out of product and waiting for deliveries you are going to miss sales and disappoint customers.
- Keep bananas with good yellow color on display - these are great in fruit salads! Stay ahead with color.
- Beginning on the Wednesday prior to Christmas, every day will be busy and you'll want to capture as many sales as you can.

#### 12. SMART LABOR PLANNING

- Develop an off-hour or evening fill schedule for your "hard goods", like nuts, dried fruit, potatoes, and onions, and "longer code date value-added" items, like salad dressings & dips, salsa, guacamole, hummus, and croutons, juices and jarred fruits, fruit mixes, and snacks.
- Daytime labor should be focused on fruit, vegetable, salad displays and engaging your customers.
- Large orders are expected for delivery on 12/20, 12/22, and 12/23. Plan ahead so you won't be waiting on items those days that could have been brought in earlier.

- COSMIC CRISP
- SUGARBEE
- OPAL
- LADY ALICE
- SNAP DRAGON
- ENVY
- JAZZ
- LUCY ROSE



	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
WEEK 49	HANUKKAH / HOLIDAY BAKING / MANDARIN SEASON						
				1	2	3	4
WEEK 50	HOLIDAY BAKING / MANDARIN SEASON						
	5	6	7	8	9	10	11
WEEK 51	HOLIDAY BAKING / MANDARIN SEASON						
	12	13	14	15	16	17	18
WEEK 52	CHRISTMAS PARTIES / MANDARIN SEASON						
	19	20	21	22	23	24	25
WEEK 1 (2022)	HOLIDAY PARTIES						
	26	27	28	29	30	31	



# HOW TO CUT A POMEGRANATE

## - AQUA METHOD -

YOU GOT  
THIS!



### WHAT YOU'LL NEED

Pomegranates  
Bowl of water

Colander  
Knife



### STEP 1

Slice the crown off the top.



### STEP 2

Score the skin, making cuts from top to bottom along the membrane seams.



### STEP 3

Open the pomegranate while submerged in a bowl of water to prevent juice splatter.



### STEP 4

Pull the arils from membranes under water.



### STEP 5

By pulling the arils under water, it will prevent juice splatter.



### STEP 6

The arils sink and the membranes float. Skim the membranes out before straining.



### STEP 7

Strain the arils.



### STEP 8

Enjoy!

# GUIDE TO SWEET POTATOES



## PURPLE STOKES

- Purple skin, deep purple flesh
- Rich with antioxidants and phyto-nutrients
- Flesh is slightly more waxy and drier than orange-flesh sweet potatoes
- The flavor is a rich balance of sweet flavor and yam-like earthiness
- A longer baking time is required to bring out the best flavor



## ORANGE (JEWEL)

- Orange-red skin
- Deep orange, moist flesh
- Ideal for boiling, whipping, roasting, casseroles, fries, & baking



## RED (GARNET)

- Ever-popular variety, all-purpose
- Reddish-purple skin
- Vivid orange flesh, moist texture, sweet flavor



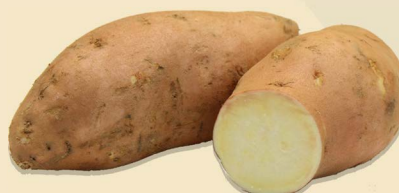
## JAPANESE (ORIENTAL)

- Purple skin, white flesh
- Feature a very sweet flavor
- Firm, dry texture
- Holds shape even after cooked, ideal for baking & roasting



## COVINGTON

- Grown prominently in North Carolina
- All-purpose
- Red-tan skin
- Moist orange flesh



## WHITE HAMON

- Cream-tan color skin
- Off-white flesh
- Moist and sweet
- Primarily grown in New Jersey



## HANNAH

- Light yellow to tan skin
- White flesh
- Has a mild flavor and excellent sweetness
- Primarily grown in California

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## SWEET POTATO TIPS:

Orange-flesh Sweet Potatoes are ideal for boiling, whipping, roasting, casseroles, fries and baking.

White-flesh Sweet Potatoes have a drier texture and are excellent for baking, roasting or pan frying.

At home, do not store Sweet Potatoes in the refrigerator. Simply, keep them in a cool, dry place like the bottom or your pantry.

Do not seal uncooked Sweet Potatoes inside a plastic bag during storage. Some ventilation is best.

What we often call "Yams" in the United States are actually Sweet Potato varieties.

