

ORGANIC SPECIALTY FALL FRUIT



Organic Magenta Dragon Fruit is coming into season in Southern California and will be available from Wallace Ranch starting in mid-September. This variety has deep red-pink flesh and can make extra sales when cubed for fresh cut in store.

Organic Black Mission Figs and **Organic Brown Turkey Figs** will be steady for the middle of September. Fruit pricing is expected to increase slightly over September and October due to slightly lower volume.

Organic Kiwiberries will arrive for the week of 9/25 from Oregon. Four Seasons will be shipping the Ladybug label in a 12/6 oz clamshell again this year. The season is expected to last through late October. Be sure to get them while you can!

Kiwiberries can simply be rinsed then eaten whole. The fruit is sweetest when ripened to a semi-soft level. These are best merchandised in the berry set.

Organic Pomegranates from California will arrive on the east coast right around the last full week of September. Pricing will start a little higher but should quickly come off as more fruit is available.



OG BERRIES

Organic Blackberries have steady production with steady pricing. New crops out of Mexico have started with light production, and California continues to harvest. Quality has been nicer.

Organic Raspberries remain steady. Production is steady with good supply, and pricing is steady. Quality has been looking very nice.

NOTE: **Organic Strawberry** pricing will rise slightly as production starts to slow down harvests. Quality has been very nice out of California. Salinas and Santa Maria are still harvesting, and as we start to transition back to Mexico into October.

ALERT! **Organic Blueberries** will continue to be extremely limited through the end of September. Expect prorates and some outs. Demand across the nation continues to exceed supply as imports arrive late with limited supplies. El Nino has affected the Peruvian crops as harvests are delayed. Availability and price will continue to be a challenge through September.



OG LETTUCE

In Quebec and California, **Organic Leaf and Romaine Lettuce** is still widely available, although as of mid-September, California production of **Lettuce** has begun to decline.

It is unlikely that there will be a scarcity of supplies because the Quebec fall crop will continue to produce at its full capacity, and **LOCAL** production will resume in Pennsylvania or New Jersey.

As September progresses, anticipate an increasing shift in procurement to **LOCAL** suppliers. **Organic Romaine Hearts** and **Iceberg Lettuce** are anticipated to follow similarly.



OG HARD SQUASH

September through November will be peak season for **Organic Hard Squash**. Supplies will be good from Pennsylvania, Wisconsin, and Michigan.

LOCAL Organic Pie Pumpkins will get started for mid September out of Pennsylvania. **Organic Honeynut Squash** will also get started in mid-September coming out of California and Pennsylvania.

Organic Seasonal Specialty varieties like **Organic Carnival, Kabocha, Red Kuri, and Kojinut Squash** will be in stock for mid-September through Fall.

Organic Delicata Squash has had some crop failures at a number of our Pennsylvania growers so the season will be supplied primarily out of Wisconsin, Michigan, and California.

Olivia's **Organic Cubed Butternut Squash** 6/20 oz is back in stock for the Fall and Winter seasons. This convenient pack is an excellent seller!



OG GRAPES

ALERT! The **Organic Grape** crop is taking significant more time to harvest following Hurricane Hilary rains which is causing increases across the board. Pricing will be higher the rest of the season due to crop losses and less harvest efficiency.

Some varieties responded poorly to the rain and humidity while others showed more resilience and will be nice quality down the road.



OG CITRUS

NOTE: The **Organic Valencia Orange** market is experiencing a rapid increase in prices due to limited supplies out of California. These supplies are expected to deplete entirely by early October, resulting in a gap before new crop **Organic Navel Oranges** become available in early November.



OG HASS AVOCADOS

Organic Hass Avocado supplies from Mexico continue to be steady. Pricing has dropped slightly for the middle of September.

48 and 60ct supplies are ample. 8/4 ct eco-packs of **Organic Fair Trade Avocados** from Equal Exchange Fair Trade are promotable.



OG ASPARAGUS

Organic Asparagus will be coming in from Mexico, Argentina, and Ecuador with fantastic quality.



OG GREEN BEANS

GOOD NEWS! In the middle of September, Pennsylvania-grown **LOCAL Organic Green Beans** are still producing in large quantities. Maintain larger displays, promote! Mid-October will mark the end of the **LOCAL** Pennsylvania season before production shifts to Mexico for the winter.



OG MINI WATERMELONS

Organic Mini Watermelons remain available from California. Crops are dwindling down for the season. There could be a small gap end of September to Mid-October as the transition from California to Mexico begins. Quality has been very nice.



OG LOCAL WARM VEG

The **LOCAL** season for **Organic Warm Vegetables** is almost over in NJ and PA. Although **Organic Zucchini** production is finished locally, a smooth transition to Florida-grown produce is anticipated. While Florida production is soon to come, **Organic Cucumbers** are currently sourced from Mexico. **Organic Green Peppers and Eggplant** are still available, but they will quickly run out and begin to move south.



OG GARLIC

Organic Black Peeled Garlic from Obis One in Virginia are now available in a 6/3.5-oz clamshell.

Black Garlic benefits include higher antioxidant levels than raw garlic and may aid in supporting respiratory health, among many others!



OG CELERY

Californian **Organic Celery** is still readily available in September. As more supply has become available, pricing has slightly improved; however, as October draws nearer, limits in the conventional market may lead pricing to rise.



OG STONE FRUIT

Organic Black Plums from California are currently available in promotional quantities.

Organic Peaches and Nectarines from Stemilt in Washington will be available through mid-to-late September, then finish for the season.



OG MANGOS

Organic Keitt Mangoes from Mexico will be finished by the end of September.

NOTE: Ecuador fruit will be late, so the industry is expecting some gaps through October. At the start, fruit will be limited due to an extremely low crop volume from Ecuador. This is in relation to El Nino weather effect patterns that have caused an overall lower bloom in fruit this year. There is a very limited amount of California Keitt fruit available right now in the industry as well. This fruit is commanding a premium price.



OG PINEAPPLES

Organic Pineapples are making a comeback. Fruit volume is slowly returning and should have some decent availability for the end of September.



OG APPLES

New crop Washington State **Organic Gala, Fuji, SweeTango, and Honeycrisp Apples** have graced us with their arrival. An outstanding season is anticipated across all sizes and packaging options.

This week, we introduce the new crop of Canadian **Organic McIntosh Apples**, albeit in limited supply.



OG BRUSSELS SPROUTS

Consumers' demands evolve as seasons change and temperatures drop. As consumer preference changes, there will be a greater supply of domestically farmed **Organic Brussels Sprouts** in mid-September. Enhance displays and advertise as prices decrease to boost sales.



OG BROCCOLI & CAULIFLOWER

California-grown **Organic Broccoli and Cauliflower** are still readily accessible for mid-September.

As October draws closer, supply levels are predicted to decline due to quality concerns. Expect price rises and less availability starting in the final week of September. It is unlikely that there will be any significant improvements with these pricing shifts until the desert season begins this Winter.

IN STOCK AT
FOUR SEASON!

so good so you

PROBIOTIC JUICE SHOTS

Every one of our immune-boosting shots is packed with powerful superfoods and over 1 billion CFUs of probiotics to help you feel so good.



DIGESTION

ENERGY

MOOD

IMMUNITY

CONVENTIONAL MARKET NEWS

SEPTEMBER 15 - SEPTEMBER 22, 2023

NEW CROP APPLE SEASON RAMPING UP



In the realm of **Apples**, both Eastern and Washington **Gala** and **Honeycrisp** varieties are now available in excellent promotional quantities across all sizes, packaging options, and totes.

Eastern **Ginger Gold Apples** are currently in ample promotional supply. New crop Eastern **Gold Delicious** will start in early October. The arrival of Washington **Gold Delicious Apples** is slated for mid-September, ensuring a steady and reliable supply.

Washington **Granny Smith Apples** are in the process of transitioning from the 2022 storage crop to the new 2023 crop, with Eastern **Grannys** expected to join the market in late October.

Eastern **McIntosh Apples** are currently abundant, making them an ideal choice for promotional purposes!

On the premium variety side, new crop **Rave Apples** from Stemilt are in peak season. Eastern **SnapDragon Apples** will get started in late September.



CV STONE FRUIT

Supplies of **Peaches** and **Nectarines** are winding down in all regions, and it is anticipated that things will be wrapped up by the first week of October.

An assortment of exceptionally delicious **Plumcots**, including varieties such as **Emerald Beauty**, **Gold Rush**, **Red Cherry Plum**, **Summer Punch**, and **Supernova** will be promotable through September.

California **Black Plums** are presently available in satisfactory quantities, making them suitable for promotional activities.

Washington **Cherries** have officially concluded their season. A substantial import crop is anticipated to commence in early November.



CV BERRIES

GOOD NEWS! **Blackberries** will become promotable for mid-September out of Mexico. Crops have started, and volume is increasing quickly. Expect good supplies and quality on the new crop fruit.

ALERT! **Blueberries** will be extremely limited through mid-to-late September. Expect shortages, limits, and out-of-stocks. Domestic production is all finished, and vessels are still very late with very limited volume on them. Pricing will be very high on anything available. This will continue to be a challenge through early October until more volume starts from Peru and Mexico.

Raspberry production is bouncing back slowly. Demand is still good as some growers have and others do not. Quality has been nice.

NOTE: **Strawberry** prices are steady to a slight increase. As the seasons change, production out of California is down as transition in plantings has harvest numbers below projections. Quality has been very nice on the new crops.



CV TOMATOES

GOOD NEWS! **Snacking Tomatoes** are seeing falling prices with increasing volume and pressure from the Mexican market. We can expect to see some deals on **Grape Tomatoes** and medleys into the end of September.

LOCAL Tomatoes will be finishing up by the end of the month and moving into Mexico **Vine Ripe Tomatoes**.

Greenhouse Beefsteak and **Tomato On the Vine** pricing is starting to increase into the end of the month with rugous and disease pressure. Some other factors are **LOCAL** product finishing up, and many folks transitioning to new regions.



CV POMEGRANATES

California **Pomegranates** continue to build momentum, and prices will begin to start going lower as the Early Foothill variety joins the Grenada variety in availability.

Four Seasons Produce will be pleased to offer the POM Wonderful **Pomegranate** program will start in mid-October. Be sure to look for details on this premium program soon!



CV RAMBUTAN

Rambutan continues to be available from Guatemala. This fruit is offered in a clamshell with the "Ramboos" label. This brand has done a nice job of marketing, so be sure to check this unique fruit out and get it on your store shelves!



CV EASTERN CAULIFLOWER

9ct **Bikini-cut Cauliflower** out of Quebec is here now and expected to be available the remainder of September. **White, Purple, Orange, and Green Cauliflower** plus **Romanesco** from Quebec will be in season starting in late September.

LOCAL Jacket-cut Cauliflower in 60 ct bins is coming into season for the Fall out of Lancaster County, PA. Contact your rep to get prebooks in.



CV GRAPES

ALERT! Following Hurricane Hilary rains, California **Grape** crops are taking significantly more time to harvest, causing price increases across the board.

Strong quality is being shown in proprietary varieties such as **Sweet Celebrations, Jack Salutes, and Sweet Globes**. 25-30 million cases are estimated to have been lost due to that weather event.



CV CITRUS

Import **Mandarins** are starting to increase in price as the back-to-school demand continues, supply is still in good shape just not as plentiful as it was. Quality is still top-notch.

Import **Navels** are showing superior quality. Chile and South Africa are the regions to be in when it comes to **Oranges** right now.

Cara Cara's (Chile) and Blood Oranges (Australia) are showing excellent quality.



CV PEPPERS

Greenhouse Color Bell Peppers are seeing promotable pricing through the end of September, with product from Mexico coming on strong. Promote **Red, Yellow, and Orange Peppers** into the end of September!



CV PEARS

New crop **Anjou Pears** from the Pacific Northwest are set to enter the market this week, starting with a gradual increase in supply. This season is expected to yield pears of exceptional quality and cleanliness.

Bartlett and Starkrimson Red Pears are already in peak season! Fancy grade and higher-grade US#1 options are available.



CV AVOCADOS

With Peru and Columbia fruit both decreasing in volume, and Mexico slowly increasing its volume, **Hass Avocado** pricing remains fairly steady on 48 and 60ct fruit for the middle of September. We will shift away from the end-of-season Peru and Columbia fruit and just ship fruit from Mexico for the end of September.



CV BROCCOLI BINS

Get your **LOCAL Bin Stem Broccoli** while supplies last from PA. **Bin Stem Broccoli** is expected to be available into the end of October, possibly longer, weather permitting.

Hydro Cooled **Broccoli with Stems** 110ct Bins are harvested right here in Ephrata PA.



CV MANGOS

New crop Tommy Atkins **Mangos** from Brazil are available now that Mexico is finishing for the season.

NOTE: The outlook for Mangos during the remainder of the year is fairly grim. El Nino rains are impacting the Ecuador and Peru crop and volumes will be much lower than normal. Pricing will be up.



CV KIWI

Green and **Sungold Kiwi Fruit** continue to be in nice supply and quality from Zespri's New Zealand crop for September.

Overall, the Kiwi market is a tough one this year, with fruit commanding higher pricing in general across the industry due to lower volumes from other regions.



CV PUMPKINS & ORNAMENTALS

Fall **Ornamental** and **Pumpkin** season is here! Time to plan those porch and vestibule displays! Quality from inbounds so far this season for us has been outstanding!

With some weather challenges early on and continual sporadic storms, **Pumpkins** may be a difficult item to come by once we enter October as we are already seeing supply in certain specialty types tighten. We will try to fill requests as best as possible but please proactively communicate any requests to your sales rep.



CV FIGS

Black Mission Figs remain steady, but pricing has ticked up a bit as the initial crown pick of figs is completed.



CV WARM VEG

We will start transitioning out of **LOCAL Cucumbers** as early as mid-September and starting a new crop in the Carolinas as well as product in Mexico. We can expect **Green Bell Pepper** and **Green Squash** to follow.



CV BROCCOLI RABE

NOTE: Broccoli Rabe has limited supplies with rising pricing expected through 10/16. Expect possible gaps in product during this time.

CHECK OUT OUR 2023 LINEUP OF PUMPKINS AND ORNAMENTALS!

CLICK ON PHOTO BELOW OR SCAN QR CODE:



Code: 4822
JACK-BE-LITTLE (MINI-PUMPKINS)
40 ct case
PLU: 4734



Code: 4929
JACK-BE-LITTLES BAGGED
14/5 ct case
UPC: 743425-08950



Code: 214521
WHITE JACK-BE-LITTLES (BABY BOO)
40 ct case
PLU: 4734



Code: 4901
MINI INDIAN CORN
16/3 ct case
UPC: 033383-40077



Code: 4913
TIGER STRIPE/POKEMON PUMPKINS
20 ct case
PLU: Retailer-Assigned



Code: 4944
PUMPKIN LITTLES
(Hardball size Pumpkin)
20 ct case
PLU: Retailer-Assigned



Code: 232524
GOURDS BAGGED
12/6 ct case
UPC: 7-46309-12347-6



Code: 4913
TIGER STRIPE/POKEMON PUMPKINS
20 ct case
PLU: Retailer-Assigned



Code: 4930
GOURDS
40 ct case
PLU: 3135



THE LITTLE
POTATO
CO.



THE LITTLE POTATO CO.

BACK TO SCHOOL DISPLAY CONTEST

AUGUST 27 – SEPTEMBER 30, 2023

The Little Potato Company and Four Seasons Produce will partner once again for our annual "Back to School" Display Contest. As the days get shorter and summer fades, most of your customers will be looking for items that they can quickly prepare before heading out to their children's after school activities.

These Little Potatoes are available in bags, grilling trays, and microwavable trays - making them nutritious, quick, and easy-to-make side dishes for any meal. The Little Potato Company products are great value-added items that offer little to no shrink for retailers.

If you are interested in participating in this year's contest, or just add some extra sales in your department, contact your Sales Rep or Merchandiser for assistance with building a display, growing some customer excitement, and capturing more sales!

CODES:

218908 CV Potatoes Little Trios 8/3 lb
218909 CV Potatoes Little Duos 8/3 lb
218906 CV Potatoes Little Yellows 8/3 lb
218907 CV Potatoes Little Reds 8/3 lb
213076 CV Potatoes Little Fingerlings 16/1.5 lb
213075 CV Potatoes Little Duos 16/1.5 lb
213074 CV Potatoes Little Trio 16/1.5 lb
213062 CV Potatoes Little Yellows 16/1.5 lb
213073 CV Potatoes Little Reds 16/1.5 lb
212055 CV Potatoes Little Savory Herb 6/1 lb
229351 CV Potatoes Little Smoked Salt 6/1 lb
229352 CV Potatoes Roasted Garlic Rosemary Thyme 6/1 lb
222885 CV Potatoes Lemon & Garden Hrb 6/1 lb
212056 CV Potatoes Garlic & Parsley 6/1 lb
212051 CV Potatoes Garlic & Herb 6/1 lb
212052 CV Potatoes Onion & Chive 6/1 lb
212054 CV Potatoes Roasted Red Pepper & Onion 6/1 lb
212058 CV Potatoes Variety Shipper 36/1 lb
218975 Empty POS shipper display

PRIZES:

1st Place
\$200 Visa Gift Card

2nd Place
\$150 Visa Gift Card

3rd Place
\$100 Visa Gift Card



CONTEST CRITERIA

- All product must be purchased from Four Seasons Produce
- Displays must have a minimum of 10 cases on display
- All lines must be represented and incorporated in your display-
Trays, 1.5 LB and 3-LB bags
- Pictures must be sent to contests@fsproduce.com
no later than October 4th.



PHONE: 1.800.422.8384

| www.fsproduce.com





THE LITTLE POTATO CO.

BACK TO SCHOOL DISPLAY CONTEST

AUGUST 27 – SEPTEMBER 30, 2023



218908



218909



218906



218907



213076



213075



213074



213062



213073



212055



229351



229352



222885



212056



212051



212052



212054



212058



218975

THE LITTLE POTATO CO.



PHONE: 1.800.422.8384

| www.fsproduce.com



SEPTEMBER IS NATIONAL MUSHROOM MONTH



Want to maximize your mushroom sections' sales and profits and add some new variety to an increasingly popular produce category? Well this is the time to do it! September is National Mushroom Month, and Four Seasons Produce is celebrating this super month of "Fun"gi with some great promotional opportunities on mushrooms! Mushrooms are one of the fastest growing categories in the produce department and September is the perfect month to promote. Mushrooms are a key ingredient in a myriad of recipes, and many consumers are now seeing the tremendous benefit that mushrooms add to health and wellness which is boosting case movement at retail.

Now is a great time to start thinking about expanding your mushroom sets and sections by adding new varieties. Carrying a wide variety of exotic mushrooms can increase sales as well, as consumer interest in more specialty mushroom varieties is at an all time high. Mushrooms are versatile and have many uses, from being used as meat substitutes to side dishes to main course, the mushroom category covers it all.

Make it fun, make it profitable and make it educational. Want to plan a super cool educational event with mushrooms? Talk with your Four Seasons Merchandiser and get something on your calendars today! There truly is a mushroom for every occasion!

LEARN A BIT ABOUT OUR MUSHROOM PARTNERS:



Mother Earth Mushrooms



Mushroom King Mushroom Farm

MUSHROOM FACTS:

- Mushrooms are 90% water and double in size every 24 hours.
- Mushrooms do not need sunlight to grow.
- It takes three weeks to produce the first mushrooms for picking.
- One portabella mushroom has more potassium than one medium banana!
- On average, one square foot of space in a mushroom bed can produce over six pounds of mushrooms.



CONVENTIONAL

CODE	DESCRIPTION	SIZE
1573	Whole Petite Pearl Whites	6/6oz
1580	Whole Medium Whites	12/8oz
1572	Whole Medium Whites	10/10oz
1575	Whole Medium Whites	10/12oz
223921	Whole Medium Whites	6/24oz
1569	Whole White Stuffers	10/10oz
1570	Whole White Stuffers	8/14oz
1598	Sliced White Medium	6/4oz
1592	Sliced White Medium	12/8oz
223887	Sliced White Medium	10/10oz
1594	Sliced White Steak Cut	6/8oz
1653	Whole Baby Bellas	6/8oz
1629	Whole Baby Bellas	12/8oz
1628	Whole Baby Bellas	10/10oz
1617	Whole Baby Bellas	6/24oz
1521	Sliced Baby Bellas	12/8oz
1646	Whole Port Caps	6/6oz
223919	Portabellini	6/6.5oz
1647	Sliced Port Caps	6/6oz
1546	Maitake	6/3.5oz
1620	Oyster	6/3.5oz
223890	Royal Trumpet	6/6oz
1626	Shiitake	6/3.5oz
223907	Sliced Shiitake	10/5oz
223891	Mushroom Medley	6/4oz
1545	Whole White Button	10 lb
1550	Whole White Medium	10 lb
1560	Whole White Silver Dollar	10 lb
1561	Whole White Jumbo	10 lb
1535	Slice White	10 lb
1635	Whole Baby Bellas	5 lb
1512	Whole Port Cap no stem 3 1/2"	5 lb
1645	Whole Port Cap 4-5"	5 lb
1625	Oyster	3 lb
1655	Shiitake	3 lb
224833	Grilling Port	4/14 oz
224830	Whole White	8/16 oz
224831	Whole Baby Bellas	8/16 oz
224832	Sliced Baby Bellas	8/16 oz
227543	Sliced White	8/16 oz

ORGANIC

CODE	DESCRIPTION	SIZE
40718	OG Mushroom Baby Bella/Cremi	5 LB
40714	OG Mushroom Baby Bella/Cremi	6/8 OZ
40989	OG Mushroom Crimini Sliced	5 LB
40580	OG Mushroom Crimini Sliced	6/8 OZ
215192	OG Mushroom Enoki	12/3.5 OZ
231162	OG Mushroom Maitake	6/3.5 OZ
232711	OG Lions Mane	6/3.5oz
232863	OG Mother Harvest	6/3.5OZ
41847	OG Mushroom Maitake	3 LB
222421	OG Mushroom Medley	6/4 OZ
231161	OG Mushroom Oyster	6/3.5 OZ
41850	OG Mushroom Lions Mane Pom Pom	3 LB
40719	OG Mushroom Port Caps	6/6 OZ
40720	OG Mushroom Port Sliced	6/6 OZ
40716	OG Mushroom Portabella	5 LB
41849	OG Mushroom Royal Trumpet	3 LB
230716	OG Mushroom Royal Trumpet	6/6 OZ
40722	OG Mushroom Shiitake	3 LB
40721	OG Mushroom Shiitake	6/3.5 OZ
207533	OG Mushroom Shiitake Sliced	10/5 OZ
40717	OG Mushroom White	6/8 OZ
40715	OG Mushroom White	12/8 OZ
40979	OG Mushroom White	10/12 OZ
40990	OG Mushroom White Large	10 LB
40713	OG Mushroom White Large	5 LB
40710	OG Mushroom White Medium	10 LB
40996	OG Mushroom White Sliced	6/8 OZ
229983	OG Mushroom White Whole	8/16 OZ
229985	OG Mushroom White Sliced	8/16 OZ
229986	OG Mushroom Crimini Whole	8/16 OZ
229988	OG Mushroom Crimini Sliced	8/16 OZ



SEPTEMBER IS NATIONAL MUSHROOM MONTH!

HOW CAN I MAXIMIZE MY SALES IN THE MUSHROOM CATEGORY?

Follow this simple five-step process, and watch your mushroom sales grow!

RECEIVING AND STORAGE - Much like berries, fresh mushrooms are very sensitive to temperature variations and need cold chain consistency. Mushrooms should be placed into coolers directly upon delivery.

CARRY A GREAT VARIETY - White mushrooms, Crimini, and Portabella mushrooms are staples and a must-have in any mushrooms section. But with recent added exposure mushrooms have gotten over the years, adding varieties like Shiitake, Maitake (hen of the woods), Beech, and Trumpet Mushrooms will build sales in the category. Don't forget to offer dried mushrooms in your sets as well. Certain mushrooms not often offered commercially, such as Porcini, Wood Ear, and Morrels, are often sold in dry form and can be reconstituted to add to your favorite meal!

MERCHANDISING

A nice and tight mushroom set is visually super appealing. Having a great variety on the shelves can be, even for a packaged product, a really cool looking section! Also, loose mushrooms are great to have in your sets but can quickly dry out, so be sure to cull often to ensure freshness.

Larger displays of Portobella Mushrooms, especially at summer holidays for grilling, makes for an impressive looking presentation. Also, placing caps up ("Capping") adds a nice and clean look to the section.

CARE AND HANDLING

Mushrooms bruise easily, so be sure to handle with as much care as possible.

EDUCATION, EDUCATION, EDUCATION

While cooking shows have really brought mushrooms into the spotlight a bit more, it is still important for your employees to know the difference between the mushrooms and what dishes they pair well with. "Talk mushrooms" with your staff to offer your knowledge and insight on the perfect mushroom meal and share ideas. It is also important to make sure the front end cashiers know the difference between varieties, especially on the loose to ensure the correct ring through the registers.

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LOOKING FOR RESOURCES FOR MUSHROOM MONTH?
CHECK OUT THESE FROM THE FRESH MUSHROOM COUNCIL:
mushroomcouncil.org/retailers/resources/downloadable-assets
mushroomcouncil.org/retailers/resources/best-practices-studies



APPLE CIDER SEASON



ZEIGLER'S



AVAILABILITY	CODE	DESCRIPTION	PK/SZ	UPC
Available Now	6226	CV Cider Apple	9-1/2 gal Zeigler's	034256000644
Available Now	3247	CV Cider Apple	4/1 gal Zeigler's	034256001283
Available Now	226005	CV Cider Cinnamon Spice	9-1/2 gal Zeigler's Shelf Stable	034256250643
Available Now	226006	CV Cider Carmel Apple	9-1/2 gal Zeigler's Shelf Stable	034256270641
Available Sept Only	226007	CV Cider Apple Gala Blend	9-1/2 gal Zeigler's Shelf Stable	034256010643
Available Oct-Dec	225997	CV Cider Apple Honeycrisp Blend	9-1/2 gal Zeigler's Shelf Stable	034256040540
Pre-order for 9/22	222020	CV Cider Autumn Harvest	4/1 gal Zeigler's Shelf Stable	034256251282
Pre-order for 9/22	222021	CV Cider Autumn Harvest	9-1/2 gal Zeigler's Shelf Stable	003425625064

Country Acres APPLE CIDER Quality Blend



AVAILABILITY	CODE	DESCRIPTION	PK/SZ	UPC
Available Now	6165	CV Cider Apple	4/1 gal Country Acres	831134000105
Available Now	6167	CV Cider Apple	9-1/2 gal Country Acres	831134000785
Available Sept	222097	CV Cider Apple	12/16 oz Country Acres	831134000532
Available End of Sept	226659	OG Cider Apple	9-1/5 gal Country Acres	831134000518


MAYER BROS.
SINCE 1852
FINE BEVERAGES



AVAILABILITY	CODE	DESCRIPTION	PK/SZ	UPC
Available 9/25	46007	OG Cider Apple	9/52 oz Mayer Bros	022198004059