

Q4 Edition



FOUR SEASONAL

OCTOBER/NOVEMBER/DECEMBER 2023

MERCHANDISING TIPS & IDEAS
FOR INDEPENDENT RETAILERS

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OCTOBER 2023

FEATURE ITEMS

- Eastern/Local Apples
- Organic Apples
- Grapes
- Pears
- Broccoli
- Pumpkins & Ornamentals

PREMIUM APPLES

- Snap Dragon
- Opal
- Sweetango
- Lucy Glo
- Sugar Bee

BEST OF SEASON

- Premium Red & Green Grapes
- Honeycrisp Apples
- Gala Apples
- McIntosh Apples
- Apple Cider
- Asian Pears
- Bosc Pears
- Happi Pears
- Cranberries
- Color Potatoes
- Baby & Fingerling Potatoes
- Pomegranates
- Persimmons
- Stem Broccoli (local)
- Cauliflower (all colors)
- Romanesco
- Fennel
- Broccoli Rabe
- Brussels Sprouts
- Butternut & Honeynut Squash
- Delicata Squash
- Acorn & Spaghetti Squash

**CLICK HERE
FOR MORE INFO**



SEPTEMBER 2023

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
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OCTOBER 2023

NOVEMBER 2023

S	M	T	W	T	F	S
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19	20	21	22	23	24	25
26	27	28	29	30		



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	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
WEEK 40	APPLE & CIDER FEST / PUMPKINS & FALL ORNAMENTALS / HARD SQUASH / GRAPE SEASON						
	1	2	3	4	5	6	7
	APPLE & CIDER FEST / PUMPKINS & FALL ORNAMENTALS / HARD SQUASH / GRAPE SEASON						
	8	9	10	11	12	13	14
	APPLE & CIDER FEST / PUMPKINS & FALL ORNAMENTALS / GRAPE SEASON						
	15	16	17	18	19	20	21
	APPLE & CIDER FEST / FALL COOKING / GRAPE SEASON / HALLOWEEN						
WEEK 41	22	23	24	25	26	27	28
	APPLE & CIDER FEST / FALL COOKING / GRAPE SEASON						
	29	30	31	1	2	3	4
	APPLE & CIDER FEST / PUMPKINS & FALL ORNAMENTALS / GRAPE SEASON						
	8	9	10	11	12	13	14
	APPLE & CIDER FEST / PUMPKINS & FALL ORNAMENTALS / GRAPE SEASON						
	15	16	17	18	19	20	21
WEEK 42	22	23	24	25	26	27	28
	APPLE & CIDER FEST / PUMPKINS & FALL ORNAMENTALS / GRAPE SEASON						
	8	9	10	11	12	13	14
	APPLE & CIDER FEST / PUMPKINS & FALL ORNAMENTALS / GRAPE SEASON						
	15	16	17	18	19	20	21
	APPLE & CIDER FEST / PUMPKINS & FALL ORNAMENTALS / GRAPE SEASON						
	22	23	24	25	26	27	28
WEEK 43	29	30	31	1	2	3	4
	APPLE & CIDER FEST / PUMPKINS & FALL ORNAMENTALS / GRAPE SEASON						
	8	9	10	11	12	13	14
	APPLE & CIDER FEST / PUMPKINS & FALL ORNAMENTALS / GRAPE SEASON						
	15	16	17	18	19	20	21
	APPLE & CIDER FEST / PUMPKINS & FALL ORNAMENTALS / GRAPE SEASON						
	22	23	24	25	26	27	28
WEEK 44	29	30	31	1	2	3	4
	APPLE & CIDER FEST / PUMPKINS & FALL ORNAMENTALS / GRAPE SEASON						
	8	9	10	11	12	13	14
	APPLE & CIDER FEST / PUMPKINS & FALL ORNAMENTALS / GRAPE SEASON						
	15	16	17	18	19	20	21
	APPLE & CIDER FEST / PUMPKINS & FALL ORNAMENTALS / GRAPE SEASON						
	22	23	24	25	26	27	28

EASTERN APPLE SEASON



Content courtesy

HESS BROTHER'S
FRUIT COMPANY
LANCASTER, PENNSYLVANIA

● EATING ● BAKING ● SAUCES ● SALADS ● FREEZING



Evercrisp®



A yummy apple that holds a powerful crunch – combining the best features of MAIA-1's parent varieties, Honeycrisp and Fuji. The durable apple arrives late in the season and stores strongly – it maintains sweetness and firmness like no other.



Fuji



Japanese apple with American parents: Red Delicious and Ralls Janet. The Fuji apple dates back to Thomas Jefferson in 1793. A very sweet apple, the Fuji is good for applesauce as it needs little or no sugar.



Gala



Developed in New Zealand, the Gala is another kids' favorite. With a mild flavor and striking bright yellow-red color with a creamy yellow flesh, the apple is a great choice for snacking and salads.



Honeycrisp



These super crispy, sweet-tart flavored apples are a big hit since their introduction in 1991. They continue to gain popularity as a great apple for fresh eating, salads and pies.



Pink Lady



A natural cross between the Golden Delicious and Lady Williams varieties, the Pink Lady originated in Western Australia in the 1990's. The flavor of this popular apple is both sweet and tangy with a refreshing, crispy crunch! When



Ruby Frost®

Ruby Frost has the balance of sweet and tart flavors, making it perfect for eating, for baking and as a special ingredient in recipes.



SnapDragon®

A new New York apple characterized by "monster crunch." One of its parents is the Honeycrisp, and you'll love the spicy/sweet flavor. Extra sweet, and juicy with a crispy texture.



WildTwist™

WildTwist™ are an exciting new apple variety from Hess Brothers Fruit Company. Its parents are the popular Honeycrisp and Cripps Pink. WildTwist™ are very crunchy with a balanced sweet and tart profile. They are locally grown in family owned orchards. Perfect for snacking, salads and baking.



EASTERN APPLE SEASON

● EATING ● BAKING ● SAUCES ● SALADS ● FREEZING

LEGACY APPLES



Cortland



Great all-purpose apple ideal for fruit cups and fruit platters due to the fact that it resists browning when cut.



Crispin



Previously known as the Mutsu apple to reflect its Japanese heritage, it was renamed Crispin in the 1960's. Crispins are super crisp and ideal for cutting thick slices or roasting whole.



Empire



A cross between Red Delicious and McIntosh. The Empire apple has a deep red coloring and creamy, white flesh. The apple's sweet-tart flavor and extra crunchy texture make it a hit with kids!



Ginger Gold



Available early in the season, the Ginger Gold is a great choice for eating and snacking as well as an excellent choice for salads as it is slow to turn brown when cut.



Golden Delicious



Sometimes mistaken as a relative of the Red Delicious apple, Golden Delicious apples only share in the name. With a honey-sweet flavor and juicy yellow flesh,



Granny Smith



The Granny Smith variety is one of the biggest sellers and boasts amazing eye appeal (sun-kissed pink blush on a green background), long shelf life, and



Jonagold



An excellent apple for baked goods, the Jonagold variety is a cross between mellow Golden Delicious and tart Jonathan. Jonagolds make great fried apples when sautéed in butter and a touch of cinnamon – no sugar needed!



Macoun



This apple was named after a famous Canadian fruit breeder in 1932. The Macoun is very aromatic and extra sweet. This tender apple with snowy white flesh is a great accompaniment with cheese on a platter.



Paula Red



A very tart apple that is available early in the season. This juicy variety with white flesh is great for eating and applesauce and needs little or no sugar.



Red Delicious



A popular apple with a mildly sweet, slightly tart flavor. Red Delicious apples have a deep, red color and remain attractive for a long time so they are the favored choice for holiday centerpieces, wreaths and decorating. Red Delicious apples are a great choice for snacking and salads.



Rome



Often the accompaniment on your dinner plate, Rome apples are an ideal variety for cooking as they retain their shape and tart flavor. This apple is an antique – dating back to 1816 and originating in Ohio. The mildly tart, firm apple with greenish white flesh is excellent for apple sauce and baking, especially when combined with other, sweeter apple varieties.

APPLES



From sweet to tart + everything in-between,
there's an apple grown just for you.



FUJI

FLAVOR: Ultra-sweet bite that makes you think of freshly pressed apple juice

PARENTS: Red Delicious & Virginia Ralls Janet

USAGE: Snacking, Juicing, Freezing



GALA

FLAVOR: Simply sweet with a floral aroma and hints of vanilla

PARENTS: Golden Delicious & Kidd's Orange Red

USAGE: Snacking, Salads, Juicing, Freezing

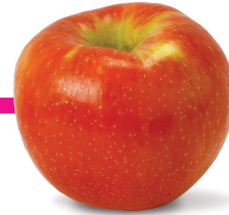


AMBROSIA

FLAVOR: Very sweet with little acidity and floral notes

PARENTS: Unknown, but thought to be Golden Delicious & Starking Delicious

USAGE: Snacking, Salads, Cooking

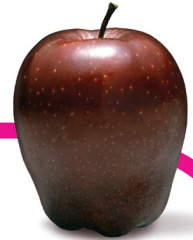


HONEYCRISP

FLAVOR: Extremely juicy and crisp with a refreshing honey-like sweetness

PARENTS: Keepsake and MN 1627 (an unreleased variety)

USAGE: Snacking, Salads, Pairing with Cheese



RED DELICIOUS

FLAVOR: Classic and mildly sweet flavor with just a few notes of acidity

PARENTS: Unknown, it was a chance seedling!

USAGE: Snacking, Juicing



OPAL®

FLAVOR: Distinctively crunchy texture, floral aroma, and sweet, tangy flavor

PARENTS: Unknown, but rumored to be Golden Reinette and Grimes Golden

USAGE: Snacking, Salads, Cooking, Baking, Juicing



JONAGOLD

FLAVOR: Honey-like with just enough tang

PARENTS: Golden Delicious & Jonathan

USAGE: Snacking, Baking, Cooking

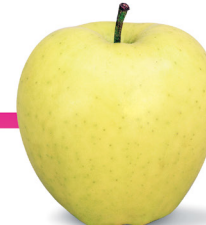


COSMIC CRISP®

FLAVOR: The dream apple with ample sweetness and perfect texture balance

PARENTS: Honeycrisp & Enterprise

USAGE: Snacking, Baking, Entertaining



GOLDEN DELICIOUS

FLAVOR: Sweet with a simple flavor and smooth flesh

PARENTS: Unknown, but rumored to be Golden Reinette and Grimes Golden

USAGE: Snacking, Baking, Cooking



SNAPDRAGON®

FLAVOR: Extra sweet with hints of vanilla and spice

PARENTS: Honeycrisp & an unnamed apple

USAGE: Snacking, Salads, Cooking



PIÑATA®

FLAVOR: Crisp and juicy with classic apple flavors and a tropical twist

PARENTS: Golden Delicious, Cox's Orange Pippin & Duchess of Oldenburg

USAGE: Snacking, Baking, Cooking



ENVY®

FLAVOR: Refreshingly sweet with an extraordinary crunch

PARENTS: Braeburn & Royal Gala

USAGE: Snacking, Salads, Baking, Cooking



SWEETANGO®

FLAVOR: Sweet with a lively touch of citrus, honey and spice

PARENTS: Honeycrisp & Zestar™

USAGE: Snacking, Salads, Pairing with Cheese



BRAEBURN

FLAVOR: Tart and sweet with hints of nutmeg and cinnamon

PARENTS: Unknown, but believed to be Lady Hamilton & Granny Smith

USAGE: Snacking, Baking, Cooking



JAZZ®

FLAVOR: Tart and sweet for a refreshing taste sensation

PARENTS: Royal Gala & Braeburn

USAGE: Snacking, Baking, Cooking



GRANNY SMITH

FLAVOR: Pucker-inducing tartness with loads of juice

PARENTS: Unknown, but believed to be Rome Beauty and French Crab apples

USAGE: Snacking, Salads, Baking, Cooking, Freezing



MCINTOSH

FLAVOR: More tangy than sweet with a spicy aroma

PARENTS: Unknown, but thought to be Snow Apple, Fall St. Lawrence & Alexander

USAGE: Snacking, Sauces, Cider, Juicing, Cooking



EMPIRE

FLAVOR: Tart and sweet with a hint of melon

PARENTS: Red Delicious & McIntosh

USAGE: Snacking, Salads, Sauces, Baking, Freezing



PINK LADY®

FLAVOR: Zippy sweet and tart flavor with an effervescent finish

PARENTS: Golden Delicious & Lady Williams

USAGE: Snacking, Salads, Baking, Cooking, Freezing



RAVE®

FLAVOR: Outrageously juicy with a refreshing snappy zing

PARENTS: Honeycrisp and MonArk

USAGE: Snacking, Salads, Pairing with Cheese



APPLE SEASON PARTNERS

SOME OF OUR EASTERN PARTNERS



FOR MORE INFO:
hessbros.com



FOR MORE INFO:
hudsonriverfruit.com



FOR MORE INFO:
freconfarms.com



SOME OF OUR WESTERN PARTNERS



FOR MORE INFO:
stemilt.com



FOR MORE INFO:
chelanfresh.com



APPLE CIDER SEASON



ZEIGLERS



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 now	46007	OG Cider Apple	9/52 oz Mayer Bros	022198004059

PRODUCT SPOTLIGHT: ANDY BOY BROCCOLI RABE



BOOSTS IMMUNE SYSTEM

Get over 50% of your daily value of vitamins A & C in 3.5 oz



IMPROVES DIGESTION

Contains 2 grams of fiber (insoluble & soluble) per cup



PROTECTS YOUR EYESIGHT

Contains lutein, an antioxidant that protects the retinas in your eyes from damaging free radicals



SUPPORTS HEART HEALTH

Contains strong anti-inflammatory nutrients, such as folate and vitamin C



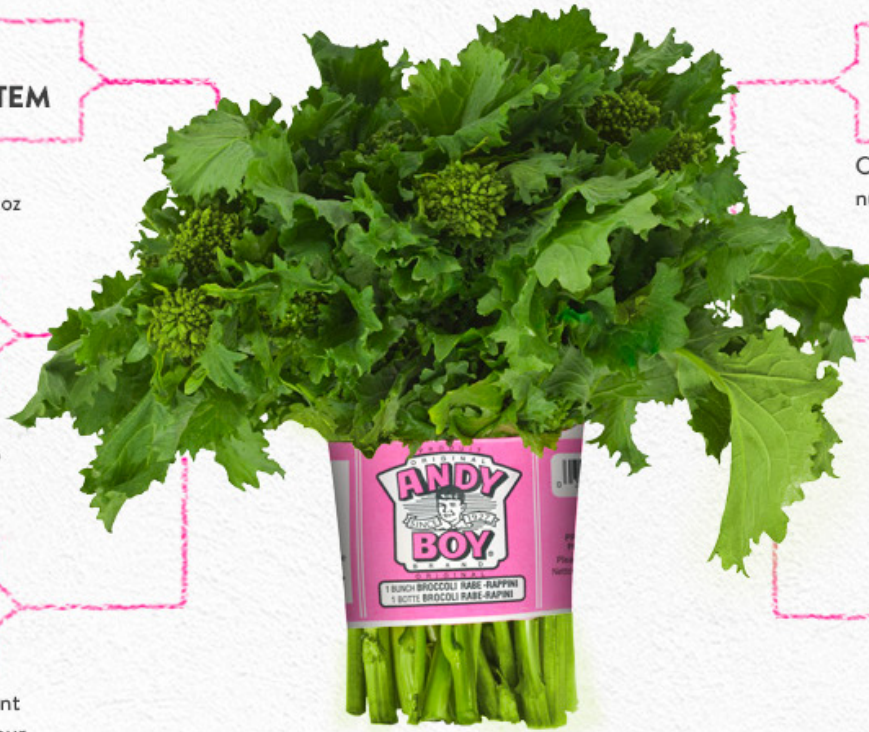
STRENGTHENS BONES

½ cup has over 100% of your daily recommended intake of vitamin K



DETOXES

Contains sulfur which helps detoxify the liver



— make it a —
Flavor Adventure

ALL IN ALL

Vitamins A, B, C, K, calcium, iron, magnesium, potassium, zinc and even some omega-3 fatty acids



Loaded with nutrition and packing a super sharp, robust, flavor, Broccoli Rabe is quickly becoming an increasingly popular addition to customers' shopping carts. With a myriad of different and versatile uses, consumers are seeing the benefits of its "super green" status.

From being a simple side dish, to additions to pasta and toppings on pizza, right through to part of a delicious Italian sandwich, Broccoli Rabe should be a staple in your departments! Be sure to offer this great looking, popular vegetable in your wet sections.

Broccoli Rabe displays well upright on racks, stacked sideways using the side by side method of stacking, or even heads in/heads out merchandising. Trimming the ends before displaying adds a clean look and uniform size. Create a satellite display for a Broccoli Rabe promo. Be sure to ice often.

Broccoli Rabe is often promoted during mid-October and beyond, so talk with your Four Seasons merchandiser or sales rep for display suggestions and promotions.

For some awesome recipe ideas to print for POS, and for cooking techniques, check out www.andyboy.com!

GUIDE TO HARD SQUASH



ACORN/GOLDEN ACORN

- Small and round like an acorn
- Sweet, slightly nutty vegetable flavored flesh
- Versatile in cooking, roasting
- Packed with fiber



GOLDEN NUGGET

- Looks like a small pumpkin
- Sweet, orange flesh



BLUE/GOLDEN HUBBARD

- Small and round like an acorn
- Sweet, slightly nutty vegetable flavored flesh
- Versatile in cooking, roasting
- Packed with fiber



HONEYNUT

- Like a mini-sized butternut
- Flesh is much sweeter and has more squash flavor than butternut



BUTTERCUP & KABOCHA

- Green skin
- Sweet & creamy orange flesh
- Kabocha aka "Japanese Pumpkin"



RED KURI

- Japanese variety
- Orange exterior, yellow flesh
- Nutty & sweet



BUTTERNUT

- Most popular hard squash variety
- Orange flesh
- Versatile in cooking, roasting
- Ideal blended for soup



SPAGHETTI

- Mild & sweet flavor
- Flesh comes out like pasta strands when cooked - hence the name



CARNIVAL

- Pale, orange flesh
- Relative of Acorn & Sweet Dumpling



SWEET DUMPLING

- Mildly sweet
- Tender, orange flesh



DELICATA

- Yellow flesh
- Tastes like a sweet potato
- Edible shell - no peeling needed!



TURBAN

- Gets its name from its unique shape
- Use as decoration, soup bowl, or a floral arrangement



AVAILABLE AT FOUR SEASONS!



Heavenly Salad Tomatoes
CHERUBS®
 - GRAPE TOMATOES



A Tomato for Every Occasion
CONSTELLATION®



Out of This World Sweetness
COMETS™



A Darker, Richer Tomato
TWILIGHTS™



Fresh Ingredient Tomatoes
GLORYS®
 - CHERRY TOMATOES



Cherry Tomatoes on the Vine
D'VINES

November and December are the biggest sales months of the year for Specialty Onions for holiday cooking. Pearl, Boiler, Cipollini, and Shallots all see excellent sales!





NOVEMBER 2023

FEATURE ITEMS

- Green Beans & Asparagus
- Sweet Potatoes
- Potatoes (all colors & russet)
- Apples & Pears
- Mandarins

PREMIUM APPLES

- Sugar Bee
- Opal
- Lucy Glo
- Snap Dragon
- Sweetango
- Envy

BEST OF SEASON

- Persimmons
- Pomegranates & Arils
- Cranberries
- Medjool Dates
- Chestnuts
- Nuts for Snacking & Baking
- Honeycrisp, Fuji, Granny Smith, & Pink Lady Apples
- Anjou, Bartlett, Bosc Pears
- Comice Pears
- Sweet Potatoes
- Stokes Purple Sweet Potatoes
- Brussels Sprouts & Stalks
- Cauliflower
- Rutabagas, Parsnips, Turnips
- Fennel
- White & Crimini Mushrooms
- Russet & White Potatoes
- Blueberries (Peru & Mexico)
- Navel Oranges (begin)
- Satsuma Mandarins (begin)
- Clementine Mandarins (begin)

**CLICK HERE
FOR MORE INFO**



OCTOBER 2023						
S	M	T	W	T	F	S
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22	23	24	25	26	27	28
29	30	31				

NOVEMBER 2023

DECEMBER 2023						
S	M	T	W	T	F	S
					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						



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SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

APPLE & CIDER FEST / FALL COOKING / GRAPE SEASON

WEEK 44

29

30

31

1

2

3

4

FALL FRUIT (POMEGRANATES, PERSIMMONS, NUTS) / PEAR SEASON / FALL COOKING

WEEK 45

5

6

7

8

9

10

11

Daylight Savings
Time ends

Election Day

Veterans Day

THANKSGIVING / HOLIDAY BAKING / FALL FRUIT

WEEK 46

12

13

14

15

16

17

18

THANKSGIVING / HOLIDAY BAKING

WEEK 47

19

20

21

22

23

24

25

Thanksgiving Day

Black Friday

Small Business
Saturday

MANDARIN SEASON / HOLIDAY BAKING

WEEK 48

26

27

28

29

30

1

2

Cyber Monday

Giving Tuesday

THANKSGIVING MERCHANDISING

THANKSGIVING IS NOVEMBER 23, 2023

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 Bunches
 - ☐ Flat Parsley Bunches

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 (diced onions and celery)
- ☐ Cubed Butternut Squash
- ☐ Cut Vegetable Florets
- ☐ Snipped Green Beans
- ☐ Chopped Collards 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 items - Cranberries for sauce and stuffings. Green Beans are a favorite! Broccoli, Asparagus, Brussels Sprouts, and Cauliflower are in peak demand.

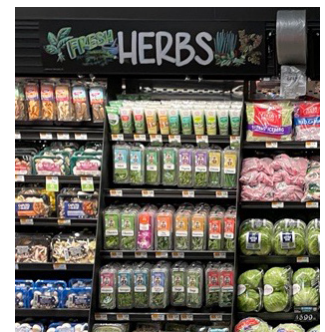
Did you know? Thanksgiving week sales are often higher than at any other week of the year for: White Mushrooms, Fresh Cranberries, Brussels Sprouts, Rutabagas, Parsley, Fresh Herbs (including poultry blend), Leeks, Baby Peeled & Whole Carrots, Green Beans, and White Pearl & Cipollini Onions.



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 11/22, that should be for last minute fill in and Friday sales.

ORDERING TIP #2: Bring in warm table and hard items in for THURS 11/16 - SAT 11/18 and fresh items in by SAT 11/18 - MON 11/20 BEFORE Thanksgiving so you and your staff are on the sales floor TUES 11/21 and WED 11/22, 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! Have a great holiday!
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!

2023 THANKSGIVING HOLIDAY DELIVERY SCHEDULE

SUNDAY 11/19 - TUESDAY 11/21 - Normal office and delivery schedule.

WEDNESDAY 11/22 - Normal office schedule, extra deliveries in some areas.
Taking orders for Friday delivery.

THURSDAY 11/23 - HAPPY THANKSGIVING! Office closed and no deliveries.

FRIDAY 11/24 & SATURDAY 11/26 - Normal office and delivery schedule.



PRODUCT SPOTLIGHT: POMEGRANATES

Pomegranates are a perennial fall favorite! The original “super fruit”, they are packed with a ton of nutritional value, and are widely used in many juices, on salads and in desserts. A very hardy fruit in general, they have great shelf life, display nicely and add a nice blast of color on any fruit counter!

TIPS ON MERCHANDISING POMEGRANATES:

- Merchandise pomegranates in your **tropical sections**
- **Build larger secondary displays** for mass appeal.
- **Utilize dummied up bins and waterfalls** to create a large impressive look.
- **Offer educational info or recipe suggestions** on your displays.
- **Try out multiple pricing on pomegranates** for the best results.
- Be sure to have **nice, clean signage**.
- **Offer samples** in small cups for impulse sales



Along with fresh pomegranates, Pomegranate Arils have become a very popular item for consumer convenience. Carrying these as well as the fresh pomegranates maximize your category potential. Merchandise in grab and go cases, with your berry sets and use as a tie in with your value added salad sections.

For additional tips on merchandising pomegranates, contact your Four Seasons merchandiser!

POMEGRANATE FUN FACTS:

- Pomegranates originated in the Middle East
- The word pomegranate means “apple with many seeds”
- The edible seeds of pomegranates are call arils.
- In the right growing conditions, pomegranate trees can live up to 200 years
- Pomegranates are members of the berry family.



HOW TO CUT A POMEGRANATE

- AQUA METHOD -

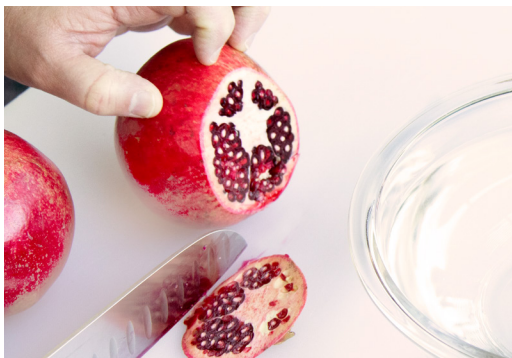
YOU GOT
THIS!



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!



PRIME TIME POTATOES

Potatoes aren't the most glorious product to merchandise, nor are they the most colorful commodity grouping in your department... But they are one of the **key categories** you will have in your produce department to drive sales, margin, and tonnage, especially during November and December.

Potatoes are a **HUGE** Thanksgiving holiday focus and having your displays full and ready at all times is instrumental in having potato success.



One of the easiest ways to maximize your potato category sales is to make sure you are offering plenty of potato varieties and packs to choose from to meet the unique needs of each buyer that is shopping your store:

- **"Staples"** - Russet, Red, Gold, and White Potatoes
- **"Convenience"** - Microwave packs & oven ready packs
- **"Small Potatoes"** - Baby and Fingerling varieties
- **"Specialty"** - Purple and proprietary varieties



For the holidays, 5lb, and even 10lb bags, sell well. For everyday at-home cooking during the fall, 1.5lb and 3lb bags are starting to dominate the category, along with high-quality loose.

With loose Russets, some stores like to carry both a large and a small size to offer their customers. With loose color potatoes, these can be merchandised in mass bulk displays, sold in store-packed totes, or green tills.

SOME OF OUR PARTNER BRANDS FOR POTATOES & SWEET POTATOES



FOR MORE INFO:
tastefulselections.com



FOR MORE INFO:
littlepotatoes.com



FOR MORE INFO:
greengiantfresh.com



Steam It!
honey drops

FOR MORE INFO:
nwfarms.net



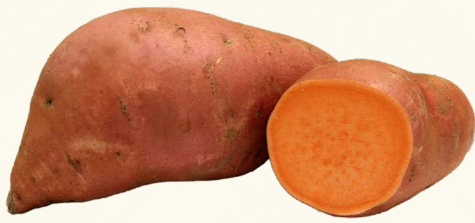
FOR MORE INFO:
avthomasproduce.com



FOR MORE INFO:
melissas.com

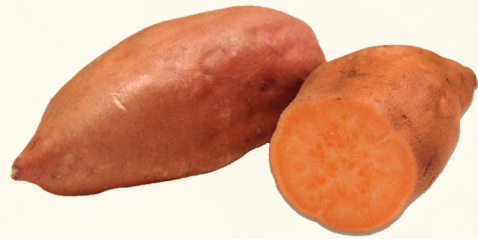


GUIDE TO SWEET POTATOES



RED/GARNET

SKIN: Reddish-purple
FLESH: Vivid orange, moist texture, sweet flavor
USES: All purpose, ever-popular variety



ORANGE/JEWEL

SKIN: Orange-red
FLESH: Deep orange, moist
USES: Ideal for boiling, whipping, roasting, casseroles, fries & baking



PURPLE STOKES

SKIN/FLESH: Purple skin, deep purple flesh that's slightly more waxy and drier than orange flesh varieties
CHARACTERISTICS: Rich with antioxidants and phyto-nutrients
FLAVOR: A rich balance of sweet flavor and yam-like earthiness, a longer baking time is required to bring out the best flavor



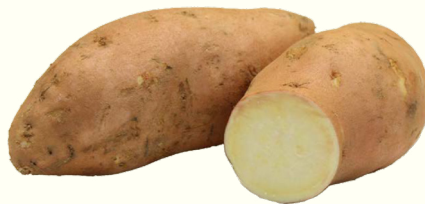
COVINGTON/BEAUREGARD

Primarily grown in NC, LA, and MS
SKIN: Red-tan
FLESH: Orange, moist
USES: All-purpose



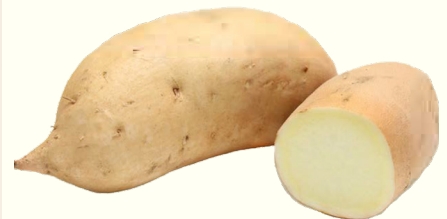
JAPANESE SWEET

SKIN/FLESH: Purple skin, white flesh, firm, dry texture
CHARACTERISTICS: Holds shape after cooked, ideal for baking & roasting
FLAVOR: Very sweet



WHITE HAMON

Primarily grown in NJ
SKIN: Cream-tan
FLESH: Off-white
FLAVOR: Moist and sweet



HANNAH

Primarily grown in CA
SKIN: Light yellow to tan
FLESH: White
FLAVOR: Mild flavor and excellent sweetness

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 fridge. Simply keep them in a cool, dry place, like at the bottom of 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.



DECEMBER 2023

FEATURE ITEMS

- Clementine Mandarins
- Navel Oranges
- Apples & Pears
- Hass Avocados
- Potatoes

PREMIUM APPLES

- Cosmic Crisp
- SugarBee
- Rockit
- Ruby Frost
- Snap Dragon
- Envy
- Jazz
- Opal
- Piñata

BEST OF SEASON

- Satsuma Mandarins
- Clementine Mandarins
- Navel Oranges
- Grapefruit
- Pummelos
- Lemons & Meyer Lemons
- Pomegranates & Arils
- Comice & Bosc Pears
- Potatoes (Red & Gold)
- Little Potatoes
- Carrots & Rainbow Carrots
- Rutabagas, Parsnips, Turnips
- Brussels Sprouts & Stalks
- Nuts for Snacking & Baking
- Pistachios
- Blueberries (Peru & Mexico)
- Cara Cara Oranges (begin)
- Blood Oranges (begin)

**CLICK HERE
FOR MORE INFO**



NOVEMBER 2023						
S	M	T	W	T	F	S
			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		

DECEMBER 2023

JANUARY 2024						
S	M	T	W	T	F	S
	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			



fsproduce.com



	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
MANDARIN SEASON / HOLIDAY BAKING							
WEEK 48	26	27	28	29	30	1	2
	MANDARIN & NAVEL SEASON / HOLIDAY BAKING / HANUKKAH MEALS						
	3	4	5	6	7	8	9
	HOLIDAY BAKING & PARTIES / MANDARIN & NAVEL SEASON / HANUKKAH MEALS						
	10	11	12	13	14	15	16
	CHRISTMAS MEALS & PARTIES / MANDARIN & NAVEL SEASON						
	17	18	19	20	21	22	23
WEEK 51	HOLIDAY & NEW YEAR'S PARTIES / NAVEL ORANGE SEASON						
	24	25	26	27	28	29	30
	Christmas Eve	Christmas Day					
WEEK 52 / 1	31						
	New Year's Eve						



Pear Marketing and Merchandising Training Program

Welcome! The growers of USA Pears are pleased to provide everything a produce pro needs to know about USA Pears – so you can **increase** your **pear knowledge** and also your **pear sales**!

Complete your training today!

usapears.org/training

About the Training Program

Our training program covers topics like **Pear Varieties and Growing Areas, Pear Handling and Receiving, Pear Merchandising and Pear Nutrition**. With this knowledge, you will become a Pear Expert: a smart pear merchandiser and a valuable resource to your department and your shoppers.

The training program will take **about half an hour**, and you'll earn a Pear Merchandising Certificate after successfully completing a short quiz at the end.

There are a **total of four courses** so you can take a course and then come back to finish when your schedule allows.

When you are finished take the quiz to show us what you know.

How to Take the Training

To begin click on **Course 1 - Location and Varieties** at the bottom of this page. Once you have read through the course content, **click on Course 2** and then move on to Course 3 and 4. Once you have reviewed all courses **take the quiz**.

Complete the Training Program, Get a \$15 Visa Gift Card

Pear Bureau Northwest will send you a Visa Gift Card valued at \$15 USD when you complete the Online Training Program and pass the quiz. So get started today! (Available for US and Canada residents only.).



Training Courses



Course 1
Location and Varieties



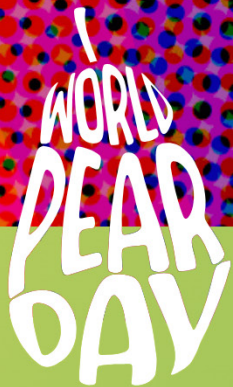
Course 2
Handling and Receiving



Course 3
Merchandising Best Practices



Course 4
Nutrition



WORLD PEAR DAY IS DECEMBER 2, 2023!

The world is a much sweeter and jucier place with fresh Pears in it!

For more info on fresh pears, visit usapears.org!

Make World Pear day a fun event in your stores to create excitement around the pear category! Build large displays, promote on social, sample (where applicable) and just have a "pear"fect time talking to customers about the different flavor profiles and wonderful varieties of pears!



Northwest Pears

[USAPears.org](https://usapears.org)

BARTLETT (BART-let)

Signature sweet pear flavor with abundant juice when fully ripe

IN SEASON – August through February



STARKRIMSON (star-KRIM-son)

Aromatic, juicy and sweet with a floral essence

IN SEASON – August through November



ANJOU (ON-ju)

Refreshingly sweet and juicy with a hint of citrus

IN SEASON – October through July



RED ANJOU (ON-ju)

Juicy with a fresh, sweet and slightly tangy flavor

IN SEASON – October through June



RED BARTLETT (BART-let)

Juicy and sweet with a heady floral essence when fully ripe

IN SEASON – August through December



BOSC (BAHsk)

Crisp, woody and honey-sweet

IN SEASON – September through April



COMICE (ko-MEESE)

Succulent, buttery and exceptionally sweet when ripe

IN SEASON – September through February

SECKEL (SEK-el)

Bite-sized, crunchy and ultra-sweet

IN SEASON – September through February



CONCORDE (KON-kord)

Crunchy and sweet with a distinct vanilla flavor

IN SEASON – September through December



FORELLE (for-EL)

Crisp, tangy and refreshingly sweet

IN SEASON – September through January



Scan this code with your mobile device to visit [USAPears.org](https://usapears.org) for recipes, nutrition facts and more.

Ripening

Store unripe pears in a fruit bowl and let stand at room temperature. Check the Neck™ daily, applying gentle thumb pressure to the neck, or stem end. If it yields slightly, it's ripe, sweet and juicy. Enjoy ripe pears immediately, or refrigerate to slow further ripening.

DECEMBER HOLIDAY MERCHANDISING

HANUKKAH 2023 BEGINS: SUNDAY, DECEMBER 7 (BEGINS AT SUNDOWN)

CHRISTMAS DAY 2023: MONDAY, DECEMBER 25 **NEW YEAR'S DAY 2023:** MONDAY, 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 - 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

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
- Pistachios 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. PARTY TRAYS & GIFT BASKETS

These are a **MUST** during the holidays for those hosting parties or going to gatherings!

Veg and fruit trays sell very well during December. Plan out your orders with your Four Seasons rep.

Many independent retailers find success in packing their own custom fruit and gift baskets in store. Gone are the days of Red Delicious Apples, Globe Grapes, and Florida Navel Oranges navels. Include modern varieties like premium California Navel Oranges and Washington Fuji, Granny Smith, and Honeycrisp Apples. Premade fruit baskets may be available by pre-order from Four Seasons as well. Merchandise gift boxes of Oranges and Mandarins too.



3. EASY-PEEL MANDARINS

Easy-peel Mandarins, for snacking and giving, continue to be- come 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!



4. CONVENIENCE PRODUCTS SAVE HOSTS' TIME

These convenience items will sell well all month, especially right before Christmas and New Year's Day:

- Cored Pineapples
- Pomegranate Arils
- Fresh Cut Fruits & Vegetables
- Cubed Butternut
- Cut Vegetable Bags
- Guacamole & Fresh Salsa
- Microwave Green Beans
- Vegetable Spiral Noodles



5. DECEMBER HOLIDAYS ARE HISTORICALLY MORE FRUIT FOCUSED

December is more fruit focused than Thanksgiving, which is more about vegetables. Expand fruit variety:

- Coconuts
- Persimmons
- Mangos
- Melons
- Berries
- Clementines
- Pummelos
- Kiwifruit
- Pomegranates
- Papayas
- Varietal Pears
- Pineapples
- Satsuma Mandarins
- All 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:

- Parsley
- Thyme
- Poultry Blend
- Rosemary
- Sage
- Celery & Celery Hearts

7. HIGHLIGHT GREAT HOLIDAY MOVERS

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



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 2023 is December 7 (begins at sundown) - December 15.

9. CATER TO THE DO-IT-YOURSELF 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



10. ETHNIC SPECIALTIES

MEDITERRANEAN:

- Artichokes
- Broccoli Rabe
- Savoy Cabbage
- Escarole
- Endive
- Fennel/Anise
- Long Hot Peppers
- Red Peppers
- Green & White Asparagus

LATINO CUISINE:

- Cilantro
- Tomatillo
- Batata
- Yuca
- Eddoes
- Yautia
- Plantains
- Calabaza
- Avocados
- Chayote
- Meridol Papaya
- Butternut Squash
- Acorn Squash
- Varietal Eggplant

EASTERN EUROPEAN:

- Fresh Dill
- Parsley Root
- Horseradish
- Red Cabbage
- Celery Root
- Beets
- Leeks

SOUTHERN COOKING:

- Collards - bunched and shredded
- Kale
- Black-Eyed Peas,
- Sweet Potatoes



11. ORDER & DISPLAY PLANNING TIPS

- Key Christmas produce displays should be in place by December 16th to maximize sales and profits and to keep your labor force as efficient as possible.
- Bring in your tonnage and items on your December 15th-19th deliveries.
- 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 12/22 and 12/23. Plan ahead so you won't be waiting on delivery trucks those days with items that could have been brought in earlier.

December 2023						
S	M	T	W	T	F	S
26	27	28	29	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	4	5	6



PRODUCT SPOTLIGHT: CLEMENTINES & SATSUMA MANDARINS

December is the perfect time to start opening up on your mandarin displays. These sweet, easy-to-peel orange gems are a consumer favorite, and when merchandised properly, often end up in shopping carts. Mandarins are the fastest growing commodity within the citrus category and are a staple in many lunch boxes! The peak season varieties during December are Clementine Mandarins from California, Spain, and Morocco, along with the high-flavor, zipper skin Satsuma Mandarins from California.

TIPS ON MAXIMIZING SALES:

- **Go BIG on displays!** Use the high image graphic boxes to build an impressive, eye catching display.
- **Offer both loose and bagged/boxed fruit.** Loose fruit, particularly Stem & Leaf Satsuma Mandarins, are great for the grab & go customers who just want a sweet snack when on the run. Stem & Leaf Satsumas also lend themselves to sales by the lb, both loose and in-store toted. Bagged Clementines are outselling gift boxes these days, but December is a good month to carry both.
- **Place displays in high traffic areas** and **promote with large signage.**
- **Offer samples and varietal information.** With as many varieties of mandarins available today, it's great for consumers to check out and taste the different flavor profiles that mandarins have.
- **Maximize the citrus category** by placing some grapefruit or navel oranges by your displays as well.

PREPARE FOR SOME SWEET SALES AND BUILD YOUR MANDARIN DISPLAYS TODAY!



Poinsettia Care

- 1 **Poinsettias should be unpacked immediately upon arrival.** If this is not possible the boxes must be opened or the tops cut off to allow the ethylene gas to escape. If this not done, the ethylene gases that poinsettias release will suffocate the plants causing them to droop and become limp. This process is not reversible.
- 2 **Poinsettias must be stored and displayed out of coolers and refrigerated areas.** This will cause irreversible chill damage.
- 3 **Displays should be located out of drafty areas.**
- 4 **The top half of the soil should be allowed to dry** before watering poinsettias.
- 5 **Older, damaged poinsettias should be removed from the display,** as they will detract from the rest of the display.
- 6 **Poinsettias cannot sit in water.** They need 'dry feet'. This will drown the plant, causing the leaves to drop and become yellow. Once this process starts, it will continue to work its way up to the top of the plant.

