



Q1 Edition

THE **FOUR SEASONAL**

JANUARY/FEBRUARY/MARCH 2024

**MERCHANDISING TIPS & IDEAS
FOR INDEPENDENT RETAILERS**



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FEATURED ITEMS

- Navel Oranges
- Salads
- Juicing & Cooking Greens
- Apples
- Pears
- Hass Avocados
- Sweet Potatoes
- Potatoes

BEST OF SEASON

- Heirloom Navel Oranges
- SUMO Citrus
- Cara Cara Oranges
- Blood Oranges
- Minneola Tangelos
- Grapefruit
- Meyer Lemons
- Pummelos

PREMIUM APPLES

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

Scan for
more info



JANUARY 2024

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
WEEK 1	DIET SEASON / NEW YEAR'S RESOLUTIONS						
	31	1 New Year's Day	2	3	4	5	6
WEEK 2	DIET SEASON / NEW YEAR'S RESOLUTIONS / FOOTBALL PLAYOFFS						
	7	8	9	10	11	12	13 NFL Wild Card Playoffs
WEEK 3	DIET SEASON / NEW YEAR'S RESOLUTIONS / FOOTBALL PLAYOFFS						
	14 NFL Wild Card Playoffs	15 Martin Luther King Jr. Day NFL Wild Card Playoffs	16	17	18	19	20 NFL Playoffs
WEEK 4	DIET SEASON / CITRUS SEASON / FOOTBALL PLAYOFFS						
	21 NFL Playoffs	22	23	24	25	26	27
WEEK 5	CITRUS SEASON / POTATO LOVER'S MONTH / SOUPS & HEALTHY COMFORT FOOD						
	28 NFL Playoffs	29	30	31	1	2	3



ARE YOU READY FOR DIET SEASON?

What is Diet Season?

The first few full calendar weeks in January after New Year's Day have become known in the retail and produce business as "Diet Season."

New Year's Resolutions focused on weight-loss and health shift eating behaviors, even if only for 2-3 weeks. As shoppers refill their kitchens with "fresh food" or return home from traveling, there are huge selling opportunities for fruits and vegetables.

Most retailers can expect a nice bump in both foot traffic and produce department sales as consumers are trying work off their holiday pounds and lead off their healthy eating resolutions?

What sells during Diet Season?

Be ready for increased demand on Salad Ingredients and Snacking Fruit. These commodities are among the hot-sellers for much of January:

- Salads & Salad Kits
- Berries & Apples
- Oranges & Mandarins
- Lettuces & Greens
- Peppers & Tomatoes
- Avocados & Bananas
- Broccoli & Cauliflower
- Carrots & Celery

Imagine if half of your customers bought an extra packaged salad and an extra pack of blueberries vs. normal weeks – how much more



would you need to be ready for, particularly from January 3 through January 11?

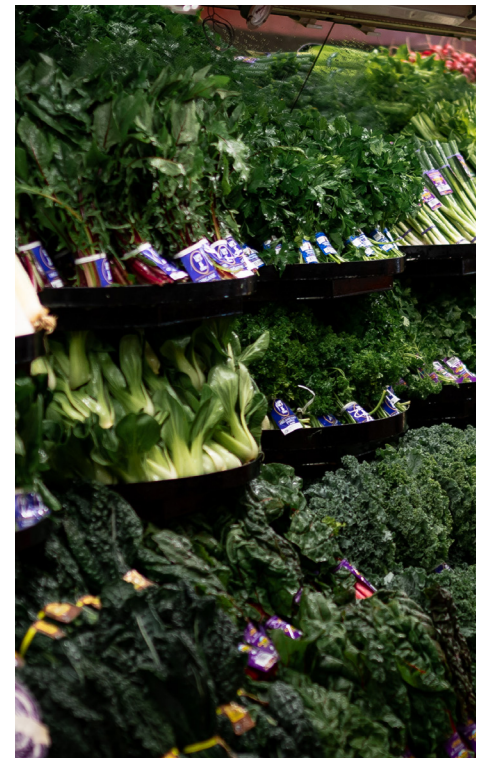
Diet Season also influences what consumers drink! Be prepared to sell more Functional Beverages and Fresh Beverages from your produce coolers:

- Fresh Orange Juice & Citrus Juices
- Kombuchas
- Protein & Keto Drinks
- Smoothies
- Cold Pressed Juices
- Wellness Shots

Another great way to prepare your produce department for Diet Season is to plan for additional sales on products that are ideal for home appliances that assist in healthy eating like Air Fryers, Juicers, and Blenders.

Many consumers may get a new Juicer for Christmas or pull their Vitamix blender out of the cabinet. Here are some ideas:

- 1) **Order and merchandise** for ingredients commonly used for in-home juicing and blending.
- 2) **Create little tags** reading “great for juicing” and placing by the price point sign on your display. Simple yet very effective!
- 3) Make specific sections in your department containing juicing items **recipe suggestions** at the point of sale, or **make “juicing recipe bags”** containing the ingredients for your favorite recipe in grab and go format.



- 4) **Generate excitement in January and offer a juicer as a giveaway and add some increased interest and exposure to the process.** The tremendous growth in the juicing and smoothie craze will only continue. Be sure to be part of the fun!

Check out our Juicing v. Blending Infographic for best-seller produce ingredients!



BLENDING VS JUICING

WHAT'S THE DIFFERENCE?



SMOOTHIE

- 1** Entire fruits/veggies are blended in a smoothie - keeping nutrients intact
- 2** Because pulp (insoluble fiber) is left in, the smoothie becomes thicker
- 3** Smoothies allow for extra nutrients, like protein - (greek yogurt, powders, etc.)



JUICE

- 1** Water & nutrients extracted from fruits/veggies
- 2** Juicers separate juice from pulp (insoluble fiber)
- 3** Green juices deliver phytonutrients directly to the body in liquid form

FORMULA FOR A GREEN SMOOTHIE

THE LIQUID STARTER

WATER, FRESH JUICE, OR COCONUT WATER
(1 CUP)



THE GREEN BOOST

BABY SPINACH, BABY KALE, KALE, OTHER LEAFY GREENS
(1 CUP)



THE FRUIT

BERRIES, APPLES, PEARS, GRAPES, PINEAPPLES, MANGOS, PEACHES
(2 CUPS FRESH OR FROZEN)



THE PROTEIN

GREEK YOGURT, YOGURT RAW ALMONDS, CHIA SEEDS, FLAX SEEDS
(1/2 CUP)



THE SMOOTH

BANANA
(1 FROZEN RIPE BANANA OR 1 WHOLE PEELED)



THE CHILL

ICE
(2 CUPS)



FORMULA FOR A GREEN JUICE

THE GREEN

KALE, SPINACH, OR OTHER DARK LEAFY GREENS
(3 CUP)



THE VOLUME VEG

CUCUMBER, CELERY, FENNEL, ROMAINE LETTUCE
(2 FIELD CUCUMBERS OR 1 SEEDLESS CUCUMBER, OR 4 CELERY STALKS OR 1 CELERY HEART)



THE CITRUS CLARITY

LIME OR LEMON
(1 - MOSTLY PEELED)



THE SWEET

APPLE OR PEAR
(2 - 3 WHOLE APPLES OR PEARS)



THE ZING

GINGER OR TURMERIC (OPTIONAL)
(THUMB SIZED PIECE)



JUICES & FUNCTIONAL BEVERAGES STOCKED AT FOUR SEASONS PRODUCE!



orchidislandjuice.com



bolthouse.com



www.evolutionfresh.com



nakedjuice.com



nourishjuicebar.com

JUICES & FUNCTIONAL BEVERAGES STOCKED AT FOUR SEASONS PRODUCE!



sogoodsoyou.com



unclematts.com



remedyorganics.com



pomwonderful.com



lovebeets.com

JUICES & FUNCTIONAL BEVERAGES STOCKED AT FOUR SEASONS PRODUCE!

WHAT IS KOMBUCHA?

(pronounced “kom-BOO-cha”), often called “mushroom tea,” is a raw, freshly brewed drink made by hand from sweet tea and a Kombucha culture known as a “SCOBY” (Symbiotic Culture Of Bacteria and Yeast). It is naturally effervescent through the magic of fermentation, very low in sugar and rich in probiotics, live enzymes and antioxidants. It originated in China around 221 BC and was called the “Elixir of Life”. SCOBY metabolizes the sugar and tea to grow and transforms the liquid into a refreshing, slightly tangy beverage.

More about kombucha at <https://www.babasbrew.com/babasbucha>



[babasbrew.com](https://www.babasbrew.com)



[gtslivingfoods.com](https://www.gtslivingfoods.com)



[aquavitea.com](https://www.aquavitea.com)



[kevita.com](https://www.kevita.com)

01 Honestly Sourced

As fourth-generation citrus farmers, you can say our passion for agriculture & love for Florida citrus runs deep.

We seek only the highest-quality ingredients beginning with our closest neighbors - Florida growers. Sourcing from local & regional farmers ensures we support the livelihoods of our surrounding community first. For ingredients that we cannot find in our region, we look toward fellow American growers whenever possible.

All that to say, we put great thought into how we source our ingredients. From handpicking the best ingredients to making conscious efforts to support local growers, we make every effort to bring forth great juices, honestly.



02 Squeezed Fresh

Authentic freshness is made by juicing hand-selected fruits & vegetables in small batches each week.

At Natalie's, our juices are gourmet pasteurized at the minimum temperature, for the minimum amount of time, to ensure we deliver fresh, nutritious juice. We never shy away from the meticulous practice (& significant investment) of juicing fresh & often, which means that quality is never compromised.



03 Clean Label

The purity of wholesome ingredients & their inherent health benefits drives us to create clean, authentic juices without additives, preservatives, or GMOs.

One look at the label should tell you everything you need to know. With minimal ingredients in each bottle, we offer authentically fresh juice with ingredients you know & trust. With all that freshness, our bottles do come with an expiration date, because nature's freshness is meant for "of the moment" enjoyment. Clean practices. Clean label juice.



04 Environmentally Thoughtful

Supporting a clean label operation goes beyond what's in the bottle.

Natalie's has the smallest carbon footprint in the juice industry & works with intention to maintain its commitment to the environment. Our citrus waste heads to cattle farms where it is repurposed feed. We are also committed to supporting American jobs which is why all of our packaging is made in America & 100% recyclable.

Where We Source

We put great thought into how we source our ingredients. From handpicking the best fruits & vegetables to making conscious efforts to support local growers, we make every effort to bring forth great juices, honestly. Our agricultural backbone drives our founders to seek out the best ingredients from local farmers & surrounding regions.



Sourced in Florida



pure cane
sugar



strawberries



oranges



tangerines



grapefruit



lemons



turmeric

Sourced in the U.S.A.



grapefruit
texas, california



carrots
california



beets
oregon, california



tangerines
california



blood oranges
california



lemons
california



apples
washington



kale
california



celery
california



spinach
california



cucumbers
california



jalapenos
california



cilantro
california



strawberries
california

Sourced Internationally



oranges



organic oranges



ginger



pineapples



mangos



lemons



limes



blood oranges



elderberry



black pepper



ashwagandha

Certifications



**Specific to organic orange juice only.*



SPECIALTY CITRUS

★ GOLDEN GOODNESS, HARVESTED AT THE PEAK OF PERFECTION ★

Not your ordinary citrus! An exclusive specialty citrus program with more than 40 unique varieties focused on exceptional flavor. Organically grown on over 200 acres, the hillside ranch in California maintains a specific microclimate that best serves each specialty citrus variety. This one-of-a-kind program will continue varietal developments and anticipates a 10% increase in volume over the next five years.

Operating on a self-sustaining labor model, the same hands grow, harvest, and pack all the citrus. All Buck Brand Citrus is packed on a dry line that uses horsehair brushes to buff the fruit using natural oils from the citrus itself. This water and wax-free packing process is both sustainable and vegan-friendly.

Exclusive branding and marketing support provides stand-out packaging, retail-ready POS materials, digital media, social media, and online varietal profiles.



★ BUCK BRAND ITEMS ★

BLOOD ORANGES

Moro: Sweet and tart with floral and berry notes; Good volume

Sanguinelli: Mostly sweet, with some tartness; Good volume

GRAPEFRUIT

Melogold: Very sweet, low acidity with a juicy pulp; Great volume

Oroblanco: Very sweet, low acidity with a juicy pulp; Limited volume

PUMMELOS

Shaddock: Subtle but pleasant flavors; Great volume

Thai Sweet: Lightly sweet, slightly tart; Limited volume

Chandler: Very sweet with a juicy pulp; Great volume

Red Globe: Sweet & floral flavors; Good volume

KUMQUATS

Calamondin: Sweet skin and tart pulp; Limited volume

Centennial: Sweet skin, moderately acidic pulp; Great volume

Limequat: Sweet skin, acidic pulp; Good volume

Mandarinquat: Tart flavors; Good volume

Miewa: Sweet skin and pulp; Good volume

Nagami: Sweet skin with tart pulp; Good volume

LEMONS

Lemonade: Light lemon flavor, sweet, low acid; Good volume

Meyer: Sweet flavor, ideal in baking, juicing and zest; Great volume

Pink: Tart and acidic with floral notes; Limited volume

Seedless: Tart, acidic flavor; Limited Volume

Yuzu: Very aromatic, with hints of mandarin flavor; Limited volume

ORNAMENTAL

Buddha Hand: Great for zest; strong citrus scent; Good volume

T'Orange: Very large in size, similar in flavor to a lemon, but less tart; Limited volume

LIMES

Finger Limes: Small beads, bursting with intense flavor; Excellent volume

Key Limes: Aromatic skin with tart and juicy pulp; Limited volume

Makrut Limes: Earthy and floral notes, tart; Limited volume

Sweet Limes: Sweet flavor, low acid, smooth skin; Good volume

MANDARINS

Satsuma: Well balanced sugar-acid ratio; Great volume

Algerian Clementine: Very sweet, seeded and easy to peel; Great volume

Gold Nugget: Aromatic with rich and sweet flavor; Good volume

Lee/Nova Mandarins: Rich, sweet flavor; Good volume

TDE: Very sweet, rich flavors; Excellent volume

W. Murcott: Juicy flesh with sweet flavor; Good volume

ORANGES

Cara Cara: Sweet flavor, with floral and berry notes; Great volume

Heirloom Navel: Classic citrus flavor; Excellent volume

LouLou Navel: Super sweet, low acid; Good volume

Valencia: Very sweet and juicy; Excellent volume

Mango Orange: Lightly sweet with hints of vanilla; Great volume

Sour Orange: Bitter taste; perfect for marmalade; Good volume

MINNEOLAS

Lavendar Gem: Sweet flavors with mild acid; Limited volume

Minneola Tangelo: Sweet but tart flavor; Good volume



SNACKING VARIETALS



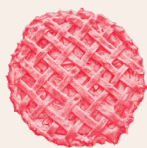
Snacking



Zesting



Aromatics



Baking



Cooking



Cocktails



Candied



Juicing



Kid-Friendly



Preserve



LOU LOU NAVEL ORANGE

Snacking Specialty

The Lou Lou Navel Orange is smooth and sweet enough to be named after a real life farmer's sweetheart. Your first bite is guaranteed to make a memory. Sweeter than most other navel varieties, this orange is great for slicing, snacking and sharing with that special someone.



Tart | | | ★ | Sweet



CARA CARA NAVEL ORANGE

Snacking Specialty

A PINK orange! That's right. The Cara Cara Navel Orange is a true seedless, salmon-pink-fleshed citrus delight with a mild strawberry/cranberry twist. It's great for juicing and snacking, and impressing kids, neighbors and friends of all ages.



Tart | | | ★ | Sweet



TDE TRIPLE CROSS MANDARIN

Snacking Specialty

TDE Triple Cross Mandarin is a sweet, rich and juicy triple threat that pulls from the best characteristics of its notable lineage of excellent eating mandarins. The TDE is an easy-to-peel, seedless snack that might just become your new favorite source of vitamin C.



Tart | | | ★ | Sweet



SATSUMA MANDARIN

Snacking Specialty

A perfect balance of sweet and tart, Satsuma Mandarins are a staple of winter citrus season (not to mention fun to peel in one long strip). Seedless and easy-to-peel, Satsumas are bursting with juice and a citrus flavor that's more complex than many other mandarin varieties.



Tart | | | ★ | Sweet



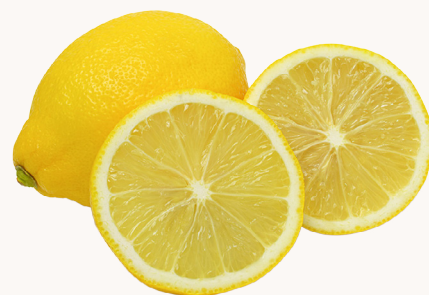
AFRICAN SHADDOCK PUMMELO

Snacking Specialty

Think of the African Shaddock Pummelo as a super-sized grapefruit that left its bitterness behind. Meaty and complex with a notable texture and subtle flavor, this older pummelo variety is great for snacking and salads. Take advantage of the thick rind for recipes requiring candied citrus peel.



Tart | | | ★ | Sweet



LEMONADE LEMON

Snacking Specialty

When life gives you a Lemonade Lemon, definitely peel it and eat it like an orange. This naturally occurring cross between a lemon and a mandarin has replaced its pucker with a smile-worthy and unique citrus snacking experience. It's a must for any citrus enthusiast.



Tart | | | ★ | Sweet

SNACKING VARIETALS



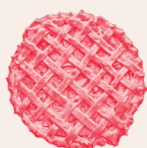
Snacking



Zesting



Aromatics



Baking



Cooking



Cocktails



Candied



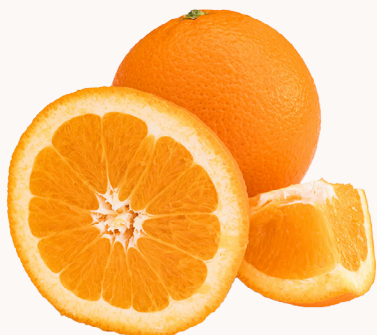
Juicing



Kid-Friendly



Preserve



NAVEL ORANGE

Snacking Specialty

The Navel Orange is the poster-child of citrus fruits with its pop of bright color and sweet balanced flavor. The Navel Orange is seedless and excellent for fresh eating as its thick skin makes it easy to peel. You can also use the juice and zest to baked goods and desserts.



Tart | | | ★ | | Sweet



STAR RUBY GRAPEFRUIT

Snacking Specialty

The Star Ruby Grapefruit is one up on the classic pink, with both a thinner peel and ruby red pulp that carries an excellent sweet-tart taste with just the right amount of tang. Great for juicing and snacking, the redder the flesh, the sweeter the fruit.



Tart | | ★ | | Sweet



RED GLOBE PUMMELO

Snacking Specialty

Called the valentine pummelo by some, the Red Globe Pummelo gets its wow-factor red flesh and sweet floral flavor from the diversity of its parentage: pummelo, blood orange and mandarin. Peel and segment for snacking or fresh salads or use the juice as the acid in salad dressings. Slice it in half vertically for a sweet heart shape.



Tart | | ★ | | Sweet



MELOGOLD GRAPEFRUIT

Snacking Specialty

The MeloGold Grapefruit is an aptly named mix of a pummelo and white grapefruit with a juicy golden yellow flesh. Its flavor is mellow-sweet and mild with a subtle tartness that makes it great for snacking or adding to salads.



Tart | | ★ | | Sweet



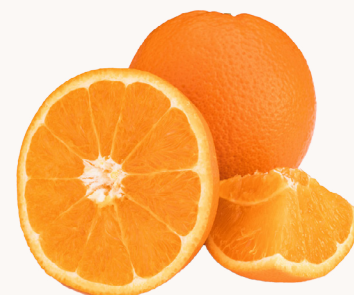
LAVENDER GEM

Snacking Specialty

The Lavender Gem Tangelo could be characterized as the mellowed-out 80s rocker of our citrus bunch. Cool name, accessible and mild flavor profile with a sweet and tangy buzz, this tangelo and grapefruit cross hits both fruity and floral notes. Use the juice for marinades, dressings or to add a twist to cocktails or margaritas.



Tart | | | ★ | | Sweet



HEIRLOOM NAVEL ORANGE

Snacking Specialty

Real-deal Heirloom Navel Oranges are like citrus time-capsules, able to transport you with their sweet, deep, rich orange flavor back to a time when navel oranges were a new discovery. Grown on some of the oldest navel orange trees in California, Buck Brand Heirloom Navels offer a one-of-a-kind taste experience any citrus lover has got to have.



Tart | | | ★ | | Sweet

SNACKING VARIETALS



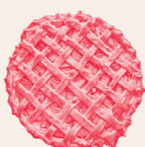
Snacking



Zesting



Aromatics



Baking



Cooking



Cocktails



Candied



Juicing



Kid-Friendly



Preserve



MEIWA KUMQUAT

Snacking Specialty

Like sunny, citrusy gumballs, Meiwa Kumquats are sure to add delight to your day. You can pop the whole bite-sized fruit in your mouth, sweet oil-rich peel and all. With an awesome, punchy flavor, they're great for snacking and generally indulging.



Tart ——— ★ ——— Sweet



MORO BLOOD ORANGE

Snacking Specialty

Think citrus with a tart raspberry-pomegranate-filter. If you're looking for that show stopping maroon red, the Moro Blood Orange is your jam. And it can also be your zest, juice, salad, dessert or snack.



Tart ——— ★ ——— Sweet



CULINARY VARIETALS



T'ORANGE LEMON

Culinary Specialty

The T'Orange Lemon is hefty and aromatic with a fresh, clean, less-bitter taste that is satisfyingly refreshing. This sunny globe-shaped lemon is a stand out ingredient in specialty drinks and will absolutely brighten your next batch of homemade marmalade or jam.



Tart ——— ★ ——— Sweet



KEY LIME

Culinary Specialty

Itty bitty limes with great big flavor, Key Limes make a noticeable and tangy difference in any recipe. Zest the rind and use the tart juice in your cooking and baking. You'll want to linger a little longer in the kitchen with this fragrance filling the room.



Tart ★ ——— ——— Sweet



FINGER LIME

Culinary Specialty

The finger lime's shape may be interesting, but it's what's on the inside that counts: specifically, spoonfuls of tiny orbs with a sour-sweet pop that you can use as garnish for sweet and savory dishes. As a bonus, score big foodie points for being the person to bring "citrus caviar" to the dinner party.



Tart ★ ——— ——— Sweet

CULINARY VARIETALS



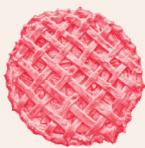
Snacking



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Aromatics



Baking



Cooking



Cocktails



Candied



Juicing



Kid-Friendly



Preserve



MAKRUT LIME

Culinary Specialty

Cooking with the Makrut Lime is an essential experience for citrus enthusiasts. There really is no substitute for this beautifully weird and wonderful lime's distinct and intense flavor. Slice the bumpy rind into ribbons of zest (careful not to include the white pith) and use to flavor sauces, stews and curries.



Tart ★ ————— Sweet



SWEET LIME (PALESTINE LIME)

Culinary Specialty

With its tender, yellow flesh and sweet flavor, the Sweet Lime, also known as the Palestine Lime, is like the Meyer Lemon of limes—juicy and ideal for cooking. It's a great zester, and low-acid enough to enjoy snacking on a slice or two (or three or four) as you cook.



Tart ————— ★ ————— Sweet



BUDDHA HANDS

Culinary Specialty

Weird and wondrous, the lemon-blossom fragrance of the Buddah's Hand Citron is otherworldly. Let its first job be to add fragrance and brightness to the kitchen or dining room as decor and then when you're ready, this citron is all about the zest. Incorporate the abundant zest into your baking, infuse it into cocktails or syrups, or candy it to fancify your favorite desserts.



Tart ★ ————— Sweet





Avocado Merchandising Displays & Tips

Avocados are now considered one of the produce departments top selling items.

January, February, and March are prime months for Avocados from Mexico, both from the supply side and the consumer demand side.

With the fruit being so versatile, gone are the days when the fruit is just used for guacamole. Consumers, who are learning the health benefits of this fruit, are using avocados in salads, sandwiches, as toppings on burgers and just eating them by themselves.

So, once they are in your store and departments, how do you keep them maximize the sales potential they offer?

Avocados have such huge sales potential, that they should be offered some additional space in your produce department. No more dinky one basket displays that are seemingly lost in your tropical sections!

IDEAS AND TIPS ON SELLING MORE AVOCADOS:

- **Highlighting avocados front and center** in your department with a mass display is sure to get anyone's attention.
- **Create a nice impact display** walking into the front door.
- **Keep your display neat & clean, with plenty of ripe fruit** - Keep all the stickers are facing down. This keeps eyes only on product and not distracted by PLU stickers.
- **End Cap Display** - A well placed display with waterfall offers more selling space and mass appeal.
- **Bin Display** - Don't have an extra endcap or larger display space on your counters? No worries! Use a bin dummied up with empty boxes and place it in your aisle!
- **Cross-merchandise** ingredients used in guacamole and salads with your avocado display.



PRE-CONDITIONING IN-STORE:

While it is best to offer both ripe and unripe fruit on your avocado displays, there are times when your fruit may come in hard and unripe, or you sell fruit faster than expected.

Four Seasons Produce offers professionally "Pre-Conditioned" Avocados where the ripening of the fruit has been triggered in a ripening-room and sold at a pressure of 15-25lb.






To pre-condition Hass Avocados yourself in the store, follow these quick steps:

- 1) Pick how many boxes of Avocados you want to ripen.
- 2) Take a banana, onion, tomato, or anything that naturally gives off ethylene, and place it in the box with the fruit.
- 3) Cover with any plastic bag—something that will trap the ethylene in and place the box back in storage.
- 4) Depending on how fast you need or want fruit to ripen, you may also cut a few holes in the plastic to allow some of the gas to escape. Simple as that!
- 5) Note — be sure to monitor your pre-conditioning fruit to insure fruit is at the ripeness you want and doesn't get overripe by keeping them covered.




SELECTION, RECEIVING AND HANDLING TIPS

STAGES OF RIPENESS

				
STAGE 1	STAGE 2	STAGE 3	STAGE 4	STAGE 5
Very hard fruit. Usually green in color. During certain times of year, mature hard fruit can be black in color. Ripens in approx. 7 days (25 lbs. pressure)	Pre-conditioned fruit is ready to eat in approx. 3 to 5 days if held at room temperature. (15-25 lbs. pressure)	Breaking (preconditioned) fruit has slight give at top & bottom. Ready to eat in approx. 3 days if held at room temperature. (10-15 lbs. pressure)	Firm/ripe fruit yields to gentle pressure. Ready to eat, best for slicing and dicing. Will be ripe next day if held at room temperature. (5-10 lbs. pressure)	Ripe fruit yields to gentle pressure. Use same day for all uses or refrigerate for up to 3-5 days. (5 lbs. or less)

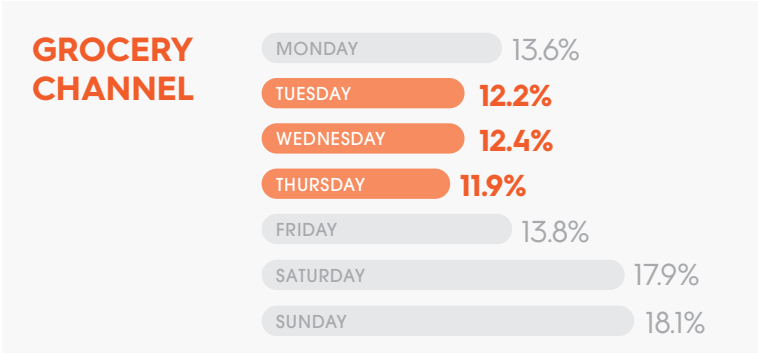
COLOR IS NOT ALWAYS THE BEST INDICATOR OF RIPENESS



More **TIPS FOR RETAILERS** can be found at:
avocadosfrommexico.com/shopper/avo-101/for-retailers

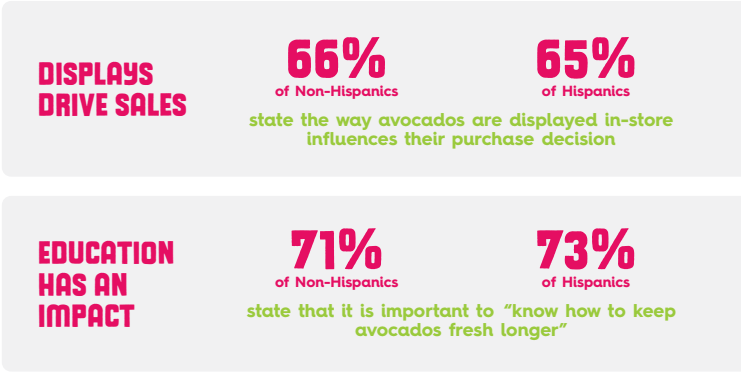
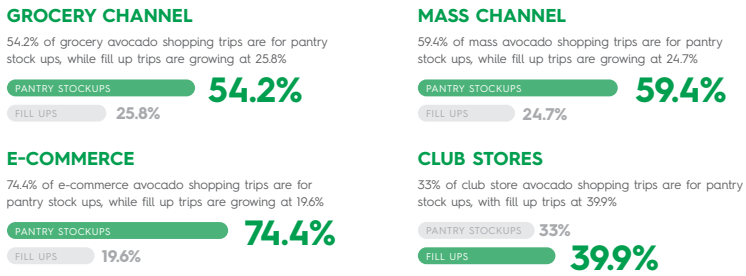
Know WHEN THEY BUY

Avocado shoppers purchase largely on the weekend; however, Tuesday through Thursday are opportunities to drive a higher share of wallet due to more frequent trips made throughout the year by including avocado weekday sales events.



PANTRY STOCK UPS

The majority of avocado shopping trips are for pantry stock ups (21+ items in a trip) and a smaller portion are for fill ups (11-20 items). Here's the breakdown per channel:



BRANDED STICKERS
placed on avocados are also a purchase influence factor.





THE ULTIMATE APPLE EXPERIENCE

TASTE • CRUNCH • AROMA • APPEARANCE



ONE APPLE HAS IT ALL

BITE & BELIEVE

Envy™ was born using natural plant-breeding methods, crossing between Braeburn with Royal Gala apples, we have taken full advantage of the best nature has to offer. The result is pure bliss, heightened enjoyment like no other.

ENVY IS THE ULTIMATE APPLE EXPERIENCE

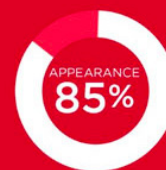
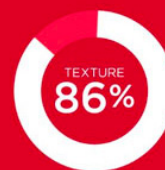
There are people who simply accept what life offers up and then there are those who seek more.

Envy™ shows that you choose to make each moment supremely delightful and that you know the difference between ordinary and extraordinary

Envy™ is an invitation to enjoy a small moment to savour and raise your expectations of what an apple can be.

Whatever you are doing right now, Envy™ apple makes the experience so much more memorable and remarkable for you and the ones you love.

THE ULTIMATE APPLE



Envy™ emerged as the most preferred apple, favored for its **taste, texture and appearance.***

*Source: Forward research April 2019



envyapple.com



THE APPLE

Introducing the newest addition to the Gee Whiz/Auvil Fruit family of apples "Hunnyz™".

It's a bi-color apple, a cross between CrimsonCrisp® and Honeycrisp.
A uniquely balanced flavor profile, with crunch and incredible flavor.

Over 4,000 experimental crosses were attempted with just one apple finally meeting our standards and goals. To perfect the new tree, we grafted to various rootstocks and carefully evaluated the fruit for five years. Each year, multiple taste panels were conducted to see which would produce the ideal flavor and size. "The Apple" was created!

The Hunnyz™ we are packing this season are in the third, fourth, and fifth leaf. Depending on the growing location and the year planted, the apple sizes vary. They tend to be large (64/72 as a peak size) with some sizing all the way to a 48. Gee Whiz, the industry's leader in growing and introducing new varieties, holds the ownership rights to this new apple.

So look for Hunnyz™ "The Apple" brand in-store promotions and media launches scheduled for Fall of 2022.

**CRUNCH AND FLAVOR
THAT TELLS IT ALL!**



Look for PLU# 3528

509.784.1033 | WWW.HUNNYZ.COM



FEATURED ITEMS

- California Mandarins
- Hass Avocados
- SUMO Citrus
- Blueberries
- Idaho Potato
- Navel Oranges
- Strawberries
- Grapes
- Asparagus

BEST OF SEASON

- SUMO Citrus
- Heirloom & Jumbo Navel Oranges
- Grapefruit
- Cara Cara Oranges
- Blood Oranges
- Minneola Tangelos
- Brussels Sprouts
- Asparagus
- Broccoli Rabe
- Artichokes

PREMIUM APPLES

- Cosmic Crisp
- SugarBee
- Jazz
- Envy
- Opal
- Ruby Frost
- Pink Lady
- Wild Twist

Scan for
more info



FEBRUARY 2024

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	CITRUS SEASON / POTATO LOVER'S MONTH / SOUPS & HEALTHY COMFORT FOOD						
WEEK 5	28	29	30	31	1	2 Groundhog Day	3
	NFL "BIG GAME" SUNDAY / VALENTINE'S DAY / POTATO LOVER'S MONTH						
WEEK 6	4	5	6	7	8	9	10 Chinese New Year
	VALENTINE'S DAY / CITRUS SEASON / POTATO LOVER'S MONTH / LENT						
WEEK 7	11 NFL "Big Game" Sunday	12	13 Mardi Gras / Fat Tuesday / Fastnacht Day	14 Valentine's Day Ash Wednesday (start of Lent)	15	16	17
	CITRUS SEASON / POTATO LOVER'S MONTH / SOUPS & HEALTHY COMFORT FOOD / LENT						
WEEK 8	18	19 Presidents' Day	20	21	22	23	24
	CITRUS SEASON / SOUPS & HEALTHY COMFORT FOOD / LENT						
WEEK 9	25	26	27 National Strawberry Day	28	29	1	2

Set New Records with Floral in February!

February is the **PERFECT** time to capture **BIG** time floral sales, create new sales opportunities and draw new customers into your store by offering fresh cut flowers!

Valentine's Day is the biggest floral holiday of the year and the Four Seasons Produce is ready to help you nail it!

ORDERING TIPS:

- The bulk of your bouquets and arrangements should arrive by Friday, February 9th. With Valentine's Day falling on Wednesday, many will celebrate through the weekend.
- Begin representing Valentine's day on 2/4 with Valentine's day novelty items, Bakery items, etc. Have a dedicated display space for fresh floral by 2/8 for arrival of fresh product 2/9.
- Have options and multiple price points to appeal to shoppers with varying budgets. Don't be scared of having some high-end bouquets and extra fancy rose configurations featured too for this last minute gifting event.



DISPLAY TIPS:

- Plan in advance to have space for a display at or near the front of the store entrance to capture as much foot traffic as possible.
- Have tie ins such as berries, baked goods, candy, balloons, cards, wine and other complimentary gift ideas incorporated into or near your floral displays.
- Make sure displays can be easily shopped with plenty of space for carts and buckets and arrangements are able to be reached without being knocked over.
- Organize displays by color and variety for a clean look.

PRO TIPS:

- Upgrade some of the arrangements you've bought by adding picks, ribbon, and balloons yourself in store to create a new product you can now charge an even higher price for.
- Create a space off of the sales floor to prepare and store buckets for display.
- Print signs for your display ahead of time. Clean, clean, easy to read sign will help you sell!
- Use the in-store audio system to advertise your floral display and tie-in items.

LABOR TIPS:

- Schedule labor for initial display build on 2/4 and fresh fill on 2/9.
- Have enough help available on 2/12, 2/13 & 2/14 to answer customer questions, offer suggestions and upgrades, as well as consolidate and rework displays to keep from looking shopped.
- Be sure to schedule help on 2/15 for holiday clean up and refresh.





FOUR SEASONS FLORAL ORDER SCHEDULE

(please provide your customer # when ordering)

TUESDAY:

Call or email Evelin with your cut product pre-order for delivery Friday/Saturday of the same week.

PHONE: 202-331-1130 ext. 106 **FAX:** 202-529-3870 **EMAIL:** eescobar@flonation.com

THURSDAY:

Email Adrienne or **call your Four Seasons Rep** with a potted plant order for delivery the following Friday. **EMAIL:** adrienne@fsproduce.com

FRIDAY:

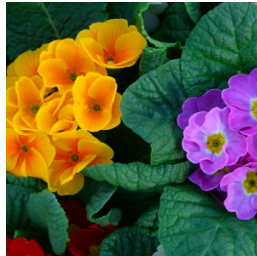
Call or email Evelin with your cut product pre-order for delivery the following Tuesday/Wednesday.

Have all potted pre-orders in by 12 noon for deliveries beginning following Friday.

PHONE: 202-331-1130 ext. 106 **FAX:** 202-529-3870 **EMAIL:** eescobar@flonation.com



ASK YOUR REP ABOUT OUR MONTHLY POTTED PLANT PROGRAMS





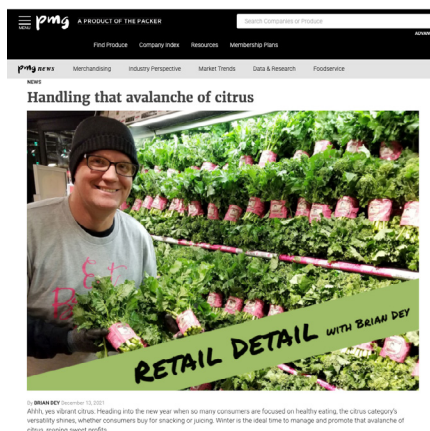
WINTER IS CITRUS SEASON

JANUARY - MARCH

Some of Our Citrus Partners & Brands:



READ THIS CITRUS MERCHANDISING ARTICLE BY FSP'S BRIAN DEY:
www.producemarketguide.com/news/handling-avalanche-citrus



Pricing and dicing

Like most fruit commodities, citrus comes in sizes, and the size you choose is a clear matter of personal preference. Some stores might choose to carry 72-count navels exclusively, and some might go with 56- and 88-count navels on their counters to target two different customers and two different price points. Pricing structures will vary of course by store and location. In my personal experience, using the multiple-size model, sold by each, yields the best results. While most retailers do offer citrus sold per piece, others also sell citrus by the pound. The benefit of selling by the pound is that it allows for multiple sizes moved in the same display section. Quick tip on selling by the count: Try pricing in multiples (4 for \$5 or 2 for \$3) instead of by the each (\$1.25 or \$1.50). Multiple pricing triggers a consumer's mind to buy that specific multiple, which increases sales and builds that basket.



Super citrus spectacle

If you build it, they will come, right? Citrus is a category that does relatively well without refrigeration, so don't be afraid to build some waterfalls on your counters or secondary displays. Big, and I mean big, standalone citrus displays are super impactful. It's consumer eye candy. Citrus is a high tonnage category. Unlike berries, it offers a lot more leniency with shrink. If you ever wanted to try to go big with a display of fresh fruit, citrus is the perfect category to use. Risk will equal reward! Also, an excellent practice to help sell fruit is to cut halves and wrap them for your displays. This gives a visual window for what the customer can expect when they buy and enjoy at home. For sanitation and safety purposes, place a small sticker on these wrapped halves and write "display only" with a small marker pen. This is a clear way to define the fruit as not for sale.



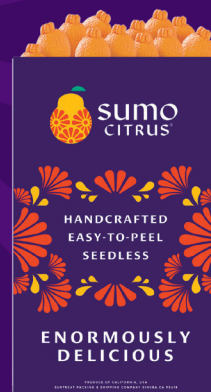


sumo CITRUS®



Bursting with juicy sweetness, Sumo Citrus® is one of the world's largest and sweetest mandarins. Distinguished for its Top Knot™ and uneven skin, this rare seedless hybrid variety delivers the ultimate citrus experience: incredibly sweet and easy-to-peel, without the mess! Born in Japan and raised in California, Sumo Citrus is grown with care by our passionate, expert growers. Each Sumo Citrus tree is pruned and harvested by hand, which means we hold this notoriously difficult-to-grow fruit to high standards so only the best are called Sumo Citrus.

**Available from
January – April**



follow us @SUMOCITRUS





HEIRLOOM NAVEL ORANGES



The first bite of an heirloom Vintage Sweet navel orange is pure bliss: luscious aroma and delightful flavor for a wonderful eating experience. Our citrus sommeliers hand select the fruit from our best old line groves and test it for peak sugar levels and perfect flavor to deliver on the Vintage Sweets promise.

TASTE THE DIFFERENCE!

PEAK SEASON IS JANUARY - MAY!

AMAZING FLAVOR + INFINITE POSSIBILITIES™

 **COSMIC
CRISP®**

GENEROUS
**SIZE &
Vibrant
Color**

PERFECT
**Crisp
Texture**

CLASSICAL
BREEDING &
**Non-
GMO**

AMAZINGLY
**Sweet &
Juicy**



Classically bred and grown in Washington State, the Cosmic Crisp® is a cross of the Enterprise and Honeycrisp varieties. The apple has a perfectly balanced flavor, striking color, and crisp texture, making it your go-to for snacking, cooking, baking, and entertaining.



**DELICIOUS
BAKING**



**EASY
SNACKING**



**BEAUTIFUL
ENTERTAINING**



Northwest Pears

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 BARTLETT (BART-let)

Juicy and sweet with a heady floral essence when fully ripe

IN SEASON – August through December

RED ANJOU (ON-ju)

Juicy with a fresh, sweet and slightly tangy flavor

IN SEASON – October through June



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 for recipes, nutrition facts and more.

Ripening

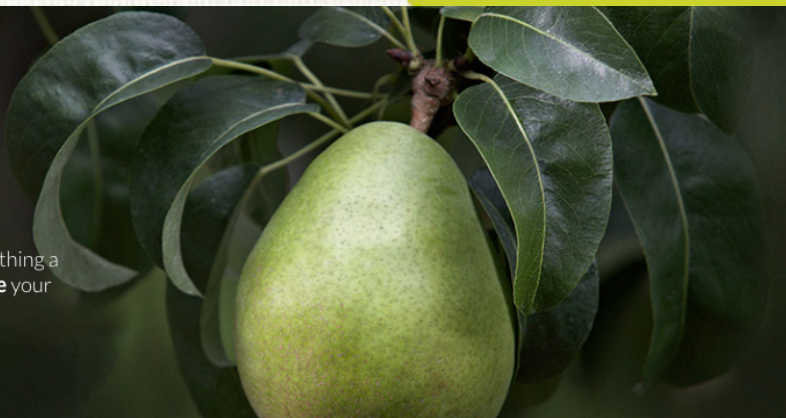
Store unripe pears in a fruit bowl and let stand at room temperature. Check the Neck™ daily, applying gentle thumb pressure to the neck, or stem end. If it yields slightly, it's ripe, sweet and juicy. Enjoy ripe pears immediately, or refrigerate to slow further ripening.



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**!

Get Started



FEATURED ITEMS

- Jumbo Navel Oranges
- California Mandarins
- Asparagus
- Strawberries
- Grapes
- Hass Avocados

BEST OF SEASON

- Murcott Mandarins
- Golden Nugget Mandarins
- SUMO Citrus
- Cara Cara Oranges
- Blood Oranges
- Minneola Tangelos
- Heirloom & Jumbo Navel Oranges
- Grapefruit
- Blackberries
- Raspberries
- Honey/Ataulfo Mangos
- Asparagus
- Artichokes
- Brussels Sprouts
- Broccoli Rabe
- Campari Tomatoes
- New Color Potatoes - FL
- Abate Fetel Pears

Scan for
more info



MARCH 2024

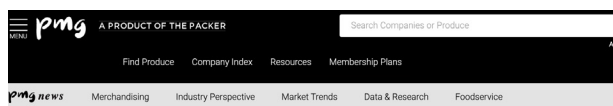
	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
WEEK 9	CITRUS SEASON / SOUPS & HEALTHY COMFORT FOOD / LENT						
	25	26	27	28	29	1 National Sunkist Citrus Day	2
WEEK 10	CITRUS SEASON / SOUPS & HEALTHY COMFORT FOOD / LENT						
	3	4	5	6	7	8	9
WEEK 11	ST. PATRICK'S DAY THEMED DISPLAYS / CITRUS SEASON / LENT						
	10 Daylight Saving Time Starts / Ramadan Begins in the Evening	11	12	13	14	15	16
WEEK 12	THINK SPRING! / CITRUS SEASON / LENT						
	17 St. Patrick's Day	18	19 First Day of Spring / March Madness Begins	20	21	22	23
WEEK 13/14	EASTER MEALS / THINK SPRING! / CITRUS SEASON						
	24 31 Easter Sunday	25	26	27	28	29 Good Friday	30



CHECK OUT THIS MERCHANDISING ARTICLE BY FSP'S BRIAN DEY IN THE PACKER'S PMG!

ARTICHOKE & ASPARAGUS MERCHANDISING:

www.producemarketguide.com/news/artichoke-and-asparagus-merchandising



Build a basket, create a meal

These two commodities are perfect for tying in so many other items, both in the produce department and from around the store help build basket size. Some great tie-ins to include in or near your displays are lemons, garlic, breadcrumbs, olive oils, pastas, potatoes, parmesan cheese, mayo and hollandaise sauce. The list is nearly endless.



By BRIAN DEY February 17, 2021
Greetings, produce professionals, and welcome to the produce department!



One of my favorites is placing wooden skewers on display with asparagus and calling out grilled asparagus rafts. It's different cool to see on the grill and plate, and it's something that a customer might not have ever thought about.

All of these add sales for the department and suggest meal ideas for your customers. There are myriad recipes online that can



ORGANIC ASPARAGUS



SPEC SHEET



NUTRITION INFO

PACK SIZES:

- 11 x 1lb
- 28 x 1lb
- 10 oz Tips Microwave Bag
- 12 oz Compostable Bag
- 2.25 lb Bag

GROWING REGIONS:

MEXICO, ECUADOR

AVAILABILITY:

YEARROUND



PEAK SEASON MARCH CITRUS

For more info: [sunkist.com](https://www.sunkist.com)



NAVEL ORANGE
The Essential Orange™



CALIFORNIA MANDARIN
Peel Good Citrus™



CARA CARA ORANGE
The Pink Orange



RED AND PINK GRAPEFRUIT
Nutrient A-listers



BLOOD ORANGE
Dramatically Delicious™



MINNEOLA TANGELO
Over the Top Juicy



EUREKA & LISBON LEMON
Classic and Zestfully Delicious



MEYER LEMON
The Sweet Lemon

SUNKIST®

A TASTE OF CITRUS

BLOOD ORANGES

- Hints of berry flavor
- Crimson flesh color
- Great in beverages

MINNEOLA TANGELOS

- Sweet-tart taste
- High juice content
- Brightens up vinaigrettes

CARA CARA NAVELS

- Very sweet
- Low acidity
- Pairs with poultry or fish

MEYER LEMONS

- Subtly sweet
- Mildly acidic
- Delicious in baked desserts

MANDARINS

- Sweet and juicy
- Easy to peel
- Simple addition to salads



THE GOOD STUFF IS RIGHT HERE

Nearly 40 varieties. Endless possibilities.

2023 Easter Notes

EASTER IS MARCH 31

A good plan for this special holiday needs to take shape now to make sure that we are set up for success. Four Seasons will have great quality produce for you to meet all of your customers' special variety and traditional holiday needs.

Traditional "Must-Haves" Checklist

VEGETABLES

- ☐ Acorn & Butternut Squash
- ☐ Artichokes
- ☐ Asparagus & Asparagus Tips
- ☐ Baby Peeled Carrots
- ☐ Beets
- ☐ Broccoli
- ☐ Broccoli Rabe
- ☐ Brussels Sprouts
- ☐ Cabbage (red, green, savoy)
- ☐ Cauliflower
- ☐ Celery & Celery Root
- ☐ Cole Slaw Kits
- ☐ Cucumbers (field grown & euro)
- ☐ Eggplant
- ☐ Endive
- ☐ Escarole
- ☐ Fennel (Anise)
- ☐ Fresh Cooking Greens Garlic
- ☐ Green Beans
- ☐ Herbs (especially parsleys)
- ☐ Leeks
- ☐ Lettuce (Romaine & Leaf)
- ☐ Mushrooms
- ☐ Parsley Root
- ☐ Peas (Snow & Sugar Snap)
- ☐ Peppers (all colors) Radishes
- ☐ (bunched) Salad Mixes
- ☐ Shallots

FRUIT

- ☐ Berries (all varieties)
- ☐ Cantaloupes
- ☐ Grapes (red & green seedless)
- ☐ Honeydew
- ☐ Kiwifruit
- ☐ Lemons & Limes
- ☐ Mandarins
- ☐ Navel Oranges (CA)
- ☐ Pineapples
- ☐ Watermelons (regular, mini seedless, cuts)

HARD GOODS

- ☐ New crop bulk Red & Yellow Potatoes
- ☐ White & Russet Potatoes
- ☐ Sweet Potatoes

BAKING

- ☐ In-shell Nuts & Nut Meats
- ☐ Pine-nuts
- ☐ Dates
- ☐ Figs
- ☐ Raisins
- ☐ Prunes
- ☐ Coconuts

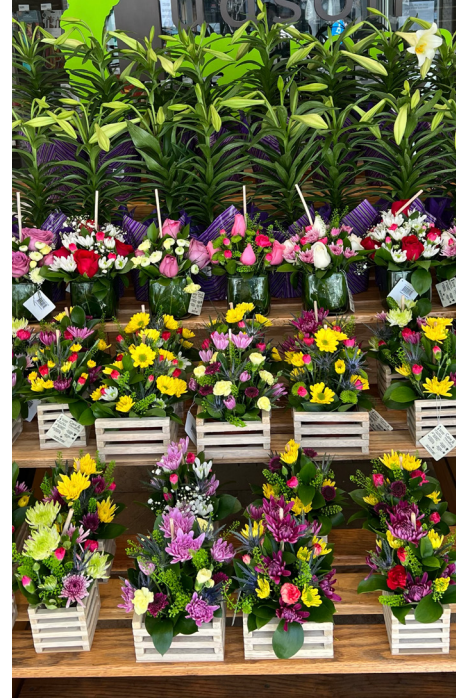
DECORATIVE

- ☐ Potted Bulbs & Flowers
 - ☐ Fresh-Cut Flowers
 - ☐ Palm Crosses
- **all of these items had to be pre-ordered*



Planning Tips

- **Plan out your ordering and delivery timelines with your rep.** See next page for the Four Seasons Easter schedule.
- **If you are not waiting on trucks and have the product on hand, your department operations will run as smoothly and efficiently as possible.** Your time will be more productive working on the sales floor, engaging with your customers.
- **If you bring in your holiday tonnage items early,** it will take enough pressure off of our warehouse selectors and loaders and trucks to help minimize late deliveries on those crucial last few days before the holiday weekend. This will help your department's efficiency and organization.
- **Order holiday semi-perishable and hard tonnage items early.** Plan on getting your tonnage items into your stores by the Tuesday before Easter.
- **Develop an off-hour or evening fill schedule for your hard goods.**
- **Stay ahead with tomato and banana color on hand** in order to have ready-to-eat, mature fruit on display. Consumers will want to consume this product immediately.
- Easter business can come late. Historically, **Friday and Saturday are busy days.**



2024 Easter Schedule



FRIDAY 3/29: Normal office and delivery schedule.

SATURDAY 3/30: Normal office and delivery schedule. Taking orders for approved Sunday and Monday deliveries.

SUNDAY 3/31: Office **CLOSED**. Modified delivery schedule.

MONDAY 4/1: Normal office and delivery schedule.