

ORGANIC MARKET NEWS



APRIL 11 - APRIL 17, 2025

PEAK SEASON FLORIDA ORGANIC WARM VEG

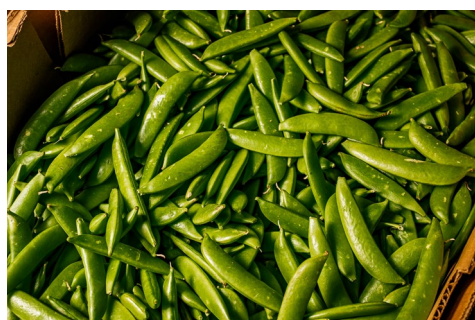


GOOD NEWS! **Organic Zucchini** (Green Squash) is in peak season from Lady Moon Farms in Florida. Quality is excellent, volumes are good for mid-April, and pricing is reasonable. This is a great time to support a family-owned USA soil-grown organic farmer!

GOOD NEWS! Lady Moon Farms continues with excellent Florida **Organic Eggplant** quality and volume, promote aggressively!

GOOD NEWS! Florida **Organic Jalapeños** and **Mini Mix Sweet Peppers** from Lady Moon Farms remain in excellent supply and quality, with steady availability expected through April.

NOTE: **Organic Green Bell Pepper** production from Lady Moon Farms will wrap earlier than expected due to sunburn-related losses. Remaining product is limited. Expect a tight market with quality concerns into mid-April.



OG SPECIALTY VEG

Spring crop **Organic Sugar Snap Peas** are coming into season from California, plus there is Fair Trade availability from Mexico.

Limited supplies of **Organic Snow Peas** and **Organic Purple Snow Peas** are now available. These tender, vibrant options offer outstanding flavor and visual appeal.

OUTLOOK: **Organic Rhubarb** from Washington is expected to arrive in the third week of April, followed by **LOCAL** supply in mid-May.

Organic Jicama is back in stock to start April, available in a 20 lb bulk box.

Seasonal **Organic Red** and **White Spring Onions** are here with nice quality - perfect to brighten up your wet veg sets. These tender bulbs with fresh green tops are great for grilling or sautéing!



OG TOMATOES

GOOD NEWS! Lady Moon Farms' **Organic Grape, Gold Grape, Cherry, Orange Cherry, and Rain-bow Cherry Tomatoes** from Florida are in steady supply with excellent quality and pricing.

GOOD NEWS! **Organic Cluster Tomatoes** remain in good supply from Canada and Mexico with great quality and competitive pricing.

NOTE: **Organic Beefsteak Tomato** production dipped sharply in early April, leading to a short-term supply gap, though quality remains high.

Organic Roma Tomato production out of Mexico remains light due to persistent growing challenges. Conditions are expected to improve later in April.



OG BERRIES

Organic Raspberries out of Mexico continue to show strong quality with steady pricing.

Organic Strawberries are available from Baja, Mexico and California, with quality remaining excellent. Expect a pricing increase as Baja winds down and California production ramps up into May.

ALERT! **Organic Blackberries** remain very limited as Mexican production struggles with low yields. Quality is strong, but expect pro-rates and occasional out-of-stocks for the rest of April.

ALERT! **Organic Blueberries** are also very limited as we await the start of the U.S. domestic season in late April. Look for higher pricing and light supplies until May.



OG AVOCADOS

NOTE: Organic Hass Avocados remain steady for mid-April, but at high pricing. 60s and 48 ct fruit will be the primary sizes available, along with a convenient 15/4 ct bagged option.

The Easter holiday will slow down harvests in Mexico as crews take off for Holy week, creating challenges for Cinco de Mayo volume.



OG BRUSSELS SPROUTS

GOOD NEWS! Promotional volumes of bulk Organic Brussels Sprouts from Mexico continue in April with excellent quality and aggressive pricing.

Strong availability and the Easter push offer ideal timing for increased sales.



OG BROCCOLI & CAULIFLOWER

GOOD NEWS! Organic Broccoli and Cauliflower from California remain in abundant supply heading into April.

With consistently high quality and steady volumes, these items present strong promotional opportunities. Look to build impactful displays as the Easter holiday approaches.



OG BELL PEPPERS

Organic Color Bell Peppers from Mexico and Israel are experiencing volume reductions in early April as growing regions transition to Holland and Canada. Despite the shift, promotable volume and quality are expected through mid-April.



OG MELONS

Organic Mini Seedless Watermelon supplies remain tight as Mexican growers begin new harvests. Pricing is starting to ease, and quality is excellent.

OUTLOOK: Organic Cantaloupe harvest is expected to begin mid to late-April. Stay tuned for early season opportunities.



OG GRAPES

Organic Red Grapes remain in steady supply for April, with elevated pricing due to strong demand and tight markets. Supplies will transition from Peru and South Africa to Chile (which organics can now be imported from this year).



OG CITRUS

GOOD NEWS! Organic Lemons continue to show solid quality and strong availability. This is a great item for promotions through mid-May, including on 75 ct and 85 ct fruit.

GOOD NEWS! California Organic Mandarins are very promotable for April with nice late season quality and varieties. Ask your rep about bag promos!

NOTE: Organic Navel Oranges are winding down, with limited harvest and reduced sizing. No ads are expected through the remainder of April.



OG BABY ARUGULA CONCERNS

ALERT! Organic Baby Arugula will face quality and fill-rate challenges over April as fields finish in Winter growing regions and start in Summer ones.

The first Salinas, CA grown Baby Leaf harvest has started, including Spinach, Arugula, and Spring Mix Lettuces. Quality may be impacted due to stress from recent rainstorms and hot weather. Wet weather in early April could worsen discoloration and mildew, with Organic Arugula being the top concern.

Taylor Farms/Earthbound, State Garden/Olivia's, and Organicgirl have similar concerns with their Organic Baby Arugula crop for April.



OG GINGER & GARLIC

NOTE: Organic Ginger will see price increases this month as we transition from old crop to new in Peru. The new crop will feature thinner skin compared to the thick "skin set" of the old crop, be prepared for a different look at the shelf.

NOTE: California Organic Garlic is finished for the season. Four Seasons will now be offering Organic Garlic from Argentina to fill the gap until the California new crop.



OG STONE FRUIT OUTLOOK

OUTLOOK: 2025 California **Organic Apricots** and **Cherries** are expected to start in early to mid-May with light initial volume.

California **Organic Yellow Peaches** and **Nectarines** are forecasted to begin mid-to-late May with a good crop of large fruit.

South Carolina **Organic Peaches** are also expected to start mid-May alongside California product.



OG CELERY

GOOD NEWS! **Organic Celery** production out of California and Mexico remains robust in April. Quality continues to be good, and supplies are steady. With Easter around the corner, plan now for promotional activity on this key item.



OG CUCUMBER

GOOD NEWS! Mexican **Organic Cucumber** supply remains strong, covering demand. Quality remains high and steady into mid-April.

Florida's **Organic Cucumber** harvest is lagging slightly due to recent weather fluctuations.



OG LETTUCES

Organic Leaf and **Romaine Lettuce** from Florida's Lady Moon Farms continues to show great quality and strong availability.

Organic Iceberg Lettuce from the West Coast is also showing consistent quality and supply.

NOTE: Western **Organic Romaine Hearts**, however, remain limited and are commanding higher pricing due to light supplies.



OG PEARS & APPLES

GOOD NEWS! Argentine **Organic Abate Fetel, Anjou, Green Bartlett,** and **Red Bartlett** are now in strong supply.

GOOD NEWS! Washington **Organic Cosmic Crisp** and **Envy Apples** are promotable through Earth Week.

NOTE: **Organic Fuji, Gala,** and **Granny Smith Apples** remain limited with firm and rising prices expected to continue into summer.

ALERT! **Organic Honeycrisp Apples** is the most limited variety and is on track to finish in May. Pricing is expensive.



OG TROPICALS

Organic Mangos remain steady for mid-April. Start planning now to go big on Cinco de Mayo promotions with Crespo Organic fruit.

Organic Royal Star Papayas are in solid supply for mid-April.

Organic Brown Coconuts from Mexico will be in stock for mid-April.

ALERT! **Organic Pineapple** supplies remain tight, and prorates are expected to continue through Easter.

GOOD NEWS! **Organic Bunch Spinach** is officially back in season with **LOCAL** NJ farms delivering steady, high-quality supply. It's the perfect time to feature nutrient-dense greens!

ALERT! **Organic Gold Potatoes** are currently gapped. The first new crop California **Organic Gold Potatoes** are expected to arrive around 4/19.

OTHER STORIES

Organic Red Potatoes from the new crop harvests will begin around the end of April.

NOTE: **Organic Hard Squash** is currently in transition. Expect some irregular sizing till the end of April as growers work to avoid supply gaps.

NOTE: **Organic Butternut Squash** remains very tight and expensive.

TARIFFS NOTE:

This update is as of the morning of Friday, April 11, 2025. Things can change quickly, and clear details are not always easy to get, so stay tuned.

10% TARIFFS on imported goods from most all countries are now in place. China is at a much higher rate. Fresh produce from Mexico and Canada will not be tariffed at this time under the US-Mexico-Canada trade agreement.

WHAT COULD THIS MEAN?

US importers will pay a tariff on the cost of imported goods (but not on the cost of ocean freight, etc.) at the border/ports. For imported floral, produce, meat, dairy commodities, the cost of goods impact will be felt quickly and likely increase pricing accordingly.

For items that go up and down in price with the market, tariffs will just be baked into daily/weekly pricing. For more stable or contract items, tariffs will likely be passed along by importers in the costs of goods as specific surcharges which increase the case price at the time the product makes it all the way through the supply chain.

For imported inputs like supplies or ingredients that have tariffs, it may force producers/manufacturers to levy price increases in future weeks/months. Products already imported in and the USA before the tariffs started will not have price increases.

WHAT SPECIFIC ITEMS MAY SEE PRICE INCREASES DUE TO TARIFFS?

TROPICAL FRUITS from Central and South America: **Bananas**, Plantains, Yuca, **Pineapples**, Dragon Fruit, etc.

VEGETABLES from Central America: Snow & Snap Peas, Baby Vegetables, Asparagus, French Beans, off-season Hard Squash, etc.

MELONS from Central America: Cantaloupe, Honeydew, Mini Watermelons, Specialty Melons (until Mexico and USA production begins)

GRAPES from the Southern Hemisphere countries: there is good inventory here, but the new Peru/Chile arrivals will have tariffs

GARLIC, GINGER, TURMERIC from the Southern Hemisphere: USA Garlic restarts late summer, Ginger and Turmeric have very little domestic production

FLOWERS from Ecuador and Colombia: Roses and Cut Flowers from South America are heavily used in bouquet production

LATER THIS SUMMER: Southern Hemisphere **CITRUS:** Lemons, Mandarins, Oranges when California is mostly out of season

CONVENTIONAL MARKET NEWS

APRIL 11 - APRIL 17, 2025

NEW CROP VIDALIA SWEET ONIONS COMING



OUTLOOK: The first shipments of genuine Georgia **Vidalia Sweet Onions** are slated to arrive right before Easter, marking the beginning of the new season. A smooth transition from Mexican **Sweet Onions** is expected.

Pricing is reasonable to start with promos a must immediately.

Prepare to highlight this seasonal favorite with display builds on Jumbo loose and 16/3 lb bags of **Vidalia Sweet Onions** during late April through July. The peak time for promos will be in May and June.



CV BERRIES

Raspberries are steady overall out of Mexico. Quality has been excellent, and pricing is stable.

Strawberry supplies out of California remain limited due to cool temperatures and intermittent rain. Holiday demand continues to exceed volume, pushing markets higher. Availability should improve post-Easter as harvests ramp up.

ALERT! **Blackberry** and **Blueberry** volumes remain limited due to lighter-than-expected yields from Mexico. Pricing is elevated, though quality is strong. Expect tight supplies through April until Georgia's harvests begin closer to May.

NOTE: Driscoll's "Sweetest Batch" **Blueberries** and **Blackberries** will be tight as Mexico wraps up their season.



CV PEPPERS

GOOD NEWS! Mexican-grown **Colored Bell Peppers** are abundant and affordably priced, with Canadian production now coming online. Quality is great and prices are expected to improve even further through mid-April.

GOOD NEWS! **Mini Sweet Pepper** supplies are steady with strong quality and promotable pricing through mid-April. Some minor reduction in **Yellow Pepper** volume may affect color mix.

Green Bell Pepper quality remains inconsistent due to transitions out West and ongoing weather-related issues in Florida. Supplies are currently keeping markets in check, but the situation remains tight until Coachella or Georgia begins harvesting in late April to mid-May.

Jalapeños, Serranos, Anaheims, and Poblanos are holding steady with good quality and pricing. However, **Shishito Peppers** are in a supply gap due to field losses, with limited volume continuing into May.



CV MELONS

New crop Florida **Watermelon** harvests are underway, with improved availability and slightly lower pricing on 60 ct bin fruit. Larger 45 ct bin fruit remain steady. Quality is excellent. Mexico's crop remains short and in transition.

Mini Seedless Watermelon volume is slowly improving as Mexico's spring crop ramps up. Offshore supplies remain limited. Quality has been consistently strong.

Cantaloupes and **Honeydews** continue to face sporadic delays at port, leading to supply and demand imbalances. Offshore arrivals have been slow, keeping markets firm in early April after a late March flush.

NOTE: **Specialty Melons** from Central America will be in light supply or even out of stock during the week of 4/13 until new vessels arrive in port and are unloaded.



CV LETTUCES

GOOD NEWS! Iceberg Lettuce and Romaine Hearts are bouncing back after earlier tight supplies. Volume is improving, and pricing is stabilizing from California.

GOOD NEWS! Leaf Lettuce, Romaine, and Hearts are now promotable with strong quality.



CV PINEAPPLES

PinkGlow Pineapples are expected to be available leading up to Easter.

Dole **Golden Selection Premium Pineapples** and **Del Monte HoneyGlow Pineapple** will also be available in limited quantities.

Regular **Gold Pineapples** are available for Easter displays but pricing is on the higher side.



CV MANGOS

Mango pricing continues to trend slightly higher than last year, but volume is ramping up. Expect more promotable pricing by mid-April.

12 ct **Mangos** are the best value and promotional opportunity for April.

Look to promote "Tommy Atkins" **Mangos** under the Water For All label from Four Seasons as Cinco de Mayo approaches.



CV LOCAL VEG

GOOD NEWS! The New Jersey season is getting underway with early harvests of **LOCAL Kale, Collards, Red Radishes, and Herbs.**



CV GRAPES

Grapes remain promotable across all colors with great quality from Peru and Chile.

Jalisco, Mexico has begun limited harvests of new crop **Green Grapes**. Prices are inching up slightly on new arrivals.

GOOD NEWS! **Cotton Candy Grapes** are very promotable for April in clamshells or bags!



CV POTATOES

Premium new crop Florida-grown bulk **Gold, Red, and White Potatoes** are now shipping with great quality and improved pricing. Early shipments show strong quality, especially on **Gold Potatoes**, though tight supply may continue into May.



CV APPLES

GOOD NEWS! Washington **Cosmic Crisp** and **Envy Apples** are promotable through Earth Week.

GOOD NEWS! **Gala Apples** from both domestic and Chilean growers are now arriving with aggressive pricing.

NOTE: **Honeycrisp Apples** supplies are very tight, especially from the East and Canada.



CV ASPARAGUS

ALERT! Mexican **Asparagus** production from Caborca, Mexico is winding down, leading to tighter markets. U.S. domestic harvests are expected to begin after and will help alleviate current supply pressure, but in the meantime, pricing is high.



CV BROCCOLI & BRUSSELS SPROUTS

GOOD NEWS! **Broccoli Crown** volumes remain promotable with consistent quality across Georgia, Mexico, and California. Ample supply has led to attractive pricing and strong promotional opportunities through Easter.

GOOD NEWS! **Brussels Sprouts** remain in great supply with high quality and steady pricing through April. A great item to promote for Easter promotions.



CV AVOCADOS

NOTE: Mexican-grown **Hass Avocados** remained steady heading into Easter week. Prices are still commanding premium pricing with larger sizes. 60 ct and 70 ct fruit have inched up slightly in price, narrowing the gap with larger sizes.

As expected, Holy Week harvests will be down, creating some challenges in building volume for Cinco de Mayo pulls, especially with Easter falling later this year.



CV STONE FRUIT OUTLOOK

OUTLOOK: 2025 **Apricots** and **Cherries** are projected to arrive in early May, with **Cherries** staying tight until post-Memorial Day when promotional volume becomes available. A strong crop of large-sized **Cherries** is expected.

Imported **Nectarines** and **Peaches** will wrap up by mid-April.

New crop California **Yellow** and **White Peaches** will begin harvesting later in April, with small sizing and firm pricing expected early on.

European **Green Kiwi** remains limited, with pricing expected to rise through mid-April. Chile and New Zealand will be the next supply regions to come online later this spring.

GOOD NEWS! **Green** and **Yellow Squash** are promotable in early April with excellent quality and strong supply from both Florida and Mexico. Expect favorable conditions to continue throughout the month.



CV CELERY

Celery supplies are stable with strong quality and favorable pricing in early April. Expect consistent availability and solid promotional opportunities throughout the month.



CV CITRUS

GOOD NEWS! **Mandarins** from California are in peak season with excellent quality and volume expected to last through May.

Imported **Mandarin** supply remains short, keeping those markets firm.

Lime prices are stable in early April, though some volatility is expected heading into May due to the Cinco de Mayo pull.

OTHER STORIES

California **Artichoke** harvests remain active with strong quality. While pricing is elevated due to lighter yields, conditions are expected to improve by late April or early May.

NOTE: Imported whole **Pomegranates** from Chile and Peru remain limited due to ongoing container delays. Supplies will be tight during the Easter holiday selling week.



CV CAULIFLOWER

Cauliflower pricing is trending upward as yields begin to decline out of California. Quality remains good heading into mid-April, but limited availability may keep prices firm.



CV TOMATOES

Canadian Cluster and **Beefsteak Tomato** supplies remain steady in April, with good quality and firm pricing.

Mexico and Florida continue to harvest **Vine-Ripened Tomatoes**, though prices remain slightly elevated due to shifting supply.

Specialty Snacking Tomatoes, including Mucci's "Savories" **Strawberry Tomato**, are promotable with consistent supply and quality.

Pomegranate Arils under the Sun Belle label remain steady for April. The 4.4 oz cups are available and shipping consistently.

PASSOVER MERCHANDISING

PASSOVER WILL BEGIN AT SUNDOWN ON APRIL 12TH AND CONTINUE THROUGH APRIL 20TH.

****Foods consumed during this period should be Kosher.**



IMPORTANT PASSOVER HOLIDAY ITEMS:

VEGETABLES:

- | | |
|--|--------------------------------------|
| <input type="checkbox"/> Beets | <input type="checkbox"/> Red Cabbage |
| <input type="checkbox"/> Carrots | <input type="checkbox"/> Turnips |
| <input type="checkbox"/> Parsley & Parsley Root | <input type="checkbox"/> Parsnips |
| <input type="checkbox"/> Kirby & Euro Cucumbers | <input type="checkbox"/> Fennel |
| <input type="checkbox"/> Green & Colored Peppers | <input type="checkbox"/> Garlic |
| <input type="checkbox"/> Celery & Celery Root | <input type="checkbox"/> Rosemary |
| <input type="checkbox"/> Scallions | <input type="checkbox"/> Basil |
| <input type="checkbox"/> Spinach | <input type="checkbox"/> Thyme |
| <input type="checkbox"/> Green Vegetables (No Beans) | <input type="checkbox"/> Oregano |

FRUIT:

- ☐ Pineapple
- ☐ Apples
- ☐ Oranges
- ☐ Berries
- ☐ Melons
- ☐ Grapes
- ☐ Peaches
- ☐ Apricots
- ☐ Nectarines

OTHER GOODS:

- ☐ Sweet Potatoes & Yams
- ☐ White, Gold, and Red Potatoes
- ☐ Walnuts (in-shell & meats)
- ☐ Kosher for Passover Dried Fruits & Honey

BITTER HERBS FOR SEDAR PLATE

- ☐ Horseradish
- ☐ Dill
- ☐ Endive
- ☐ Escarole
- ☐ Romaine Lettuce
- ☐ Leeks
- ☐ Onions
- ☐ Ginger
- ☐ Soup Mix

Book orders now for:

- 50lb Horseradish
- 25 lb Turnips
- Beets & Parsnips
- Full Case Dill
- Root Parsley
- Leeks

CERTIFIED KOSHER FOR PASSOVER ON SELECT ITEMS:

- Dole - YES
- Fresh Express - YES
- organicgirl - YES
- Little Leaf - NO
- Attitude/Veg Pro - NO
- Olivia's Salads - NO
- Olivia's/State Garden Butternut - YES
- Taylor Farms - NO
- Earthbound - YES



2025 Easter Merchandising



EASTER IS SUNDAY, APRIL 20

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)
- ☐ Carrots
- ☐ 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

HARD GOODS

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

FRUIT

- ☐ Strawberries
- ☐ Blueberries
- ☐ Blackberries
- ☐ Raspberries
- ☐ Cantaloupes
- ☐ Grapes (red & green seedless)
- ☐ Honeydew
- ☐ Lemons
- ☐ Limes
- ☐ Mandarins
- ☐ Navel Oranges (CA)
- ☐ Pineapples
- ☐ Watermelons (regular, mini seedless, cuts)

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*



Easter Planning Tips



Plan Your Ordering and Delivery Timelines for Easter

To ensure smooth and efficient department operations, **work with your rep to plan your ordering and delivery schedules in advance**. Having product on hand - rather than waiting on trucks - allows you to focus on the sales floor and engage with customers effectively.

Order Early to Avoid Delays

Bringing in holiday tonnage items ahead of time helps reduce pressure on warehouse selectors, loaders, and trucks, minimizing late deliveries in the critical days leading up to Easter weekend.

- **Order semi-perishable and hard tonnage items early** and have them in stores by the **Tuesday before Easter**.
- Develop an **off-hour or evening fill schedule for hard goods** to maintain organization and efficiency.



Stay Ahead with Key Items

- **Keep tomato and banana color on hand** to ensure ready-to-eat, mature fruit is available for customers looking to consume it immediately.
- Expect **Friday and Saturday to be high-traffic days**, as Easter business tends to peak late.



Planning ahead will help your department run smoothly, ensuring a successful holiday weekend.

2025 Easter Schedule

FRIDAY 4/18:

Normal office and delivery schedule.

SATURDAY 4/19:

Normal office and delivery schedule. Taking orders for approved Sunday and Monday deliveries.

SUNDAY 4/20:

Office **CLOSED**. Modified delivery schedule.

MONDAY 4/21:

Normal office and delivery schedule.



LINE EXTENSION

DELIVERY STARTING 4/17



• Ultimate Defense

Contains 500mg whole root turmeric, 1 billion live probiotics, 300% vitamin C, ginger & pineapple

• Ultimate Immune

Contains black elderberry, 50% Vitamin D, 300% Vitamin C and 25% Zinc

• No Sugar Added Lemonades

20 calories or less, sweetened with stevia, keto friendly, made with real fruit juice

• Lemonade

- First organic Ginger Honey Lemonade on the market!
- 45 calories
- Real organic ginger & rainforest honey
- Less than 10g of sugar
- Sweetened with organic stevia

• Teas

- Real brewed black tea
- No fake ingredients
- Sweetened with agave & stevia
- 30 calories or less



CODE	DESCRIPTION	PK/SZ	UPC
243537	OG Juice Orange Pulp Free	6/12oz Uncle Matt's	6-97068-12011-7
243538	OG Juice Ultimate Defense	6/12oz Uncle Matt's	6-97068-12019-3
243539	OG Juice Ultimate Immune	6/12oz Uncle Matt's	6-97068-12027-8
243541	OG Juice Lemonade NSA	6/12oz Uncle Matt's	6-97068-12025-4
243540	OG Juice Lemonade Strawberry NSA	6/12oz Uncle Matt's	6-97068-12024-7
243533	OG Juice Lemonade Ginger Honey	6/52oz Uncle Matt's	6-97068-52041-2
243535	OG Juice Lemonade Tea Black	6/52oz Uncle Matt's Half&Half	6-97068-52047-4
243534	OG Tea Sweet Black	6/52oz Uncle Matt's	6-97068-52046-7
243536	OG Tea Unsweet Black	6/52oz Uncle Matt's	6-97068-52048-1



PHONE: 1.800.422.8384

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MAYER BROS.

SINCE 1852

FINE BEVERAGES



NEW

- No Preservatives
- Storage Temperature 33-41 Degrees
- Made With Aspartame
- Natural Flavors
- Flash Pasteurized For A Clean Fresh Taste
- 90 Day Shelf Life Under Refrigeration from Production

CODE	DESCRIPTION	PK/SZ	UPC
243566	CV Zero Sugar Lemonade	9/52 oz Mayer Bros	0-22198-00914-6

DELIVERY STARTING 4/12



CODE	DESCRIPTION	PK/SZ	UPC
224147	CV Lemonade	9/52 oz Mayer Bros	0-22198-00397-7
224152	CV Lemonade Pink	9/52 oz Mayer Bros	0-22198-00398-4
224153	CV Lemonade Raspberry	9/52 oz Mayer Bros	0-22198-00860-6
224154	CV Lemonade Blood Orange	9/52 oz Mayer Bros	0-22198-00837-8
224155	CV Lemonade Cucumber	9/52 oz Mayer Bros	0-22198-00839-2
234984	CV Lemonade Strawberry	9/52 oz Mayer Bros	0-22198-00886-6

DELIVERY STARTING 4/7



PHONE: 1.800.422.8384

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NEW ITEM

WHITE-LABEL COLD PRESSED JUICE

MAXIMIZE WHITE-LABEL JUICE SALES:

Strategic Merchandising:

White-label cold-pressed juices should be intentionally placed **away from Bolthouse Smoothies and Juices**.

Placement with Fresh Cut Fruit:

Position **in or beside the Fresh Cut fruit section** to enhance the perception of freshness.

Fresh-Made Appeal:

The **cold-pressed quality** and **basic label design** created the look of a **freshly made, store-prepared product**.

Consumer Perception:

The strategy was designed to make the juice appear **"Fresh Made/Fresh Squeezed"**, reinforcing its premium and natural qualities.

Brand Differentiation:

By separating from the branded Bolthouse products, the white-label juices maintained a distinct **"store brand" identity**.



CODE	DESCRIPTION	PK/SZ	UPC
243029	CV Juice Orange	6/15.2oz White LBL ColdPressed	7-62357-00047-7
243033	CV Juice Orange	4/59 oz White LBL Cold Pressed	7-62357-00044-6
243031	OG Juice Lemonade	6/15.2oz White LBL ColdPressed	7-62357-00048-4
243034	OG Juice Lemonade	4/59 oz White LBL Cold Pressed	7-62357-00049-1
243032	OG Juice Lemonade Strawberry	6/15.2oz White LBL ColdPressed	7-62357-00050-7
243035	OG Juice Lemonade Strawberry	4/59 oz White LBL Cold Pressed	7-62357-00051-4

DELIVERY STARTING 4/7



INTRODUCING NEW, CHEF-CRAFTED

Roastables

READY-TO-ROAST KITS



Introducing Ocean Mist Farms' latest Roastables Ready-to-Roast Kits featuring their premium washed and trimmed cauliflower and broccoli florets in a variety of exciting new flavors the whole family will love.

- NEW, VALUE-ADDED PRODUCT
- READY-TO-PREPARE MEAL KITS
- PREMIUM FRESH PRODUCE
- CONSUMER SUPPORT
- RETAIL SUPPORT
- FAST PREPARATION



NOW AVAILABLE AT FOUR SEASONS!

243557 CV Broccoli Sweet Teriyaki 6/12.6 oz Ocean Mist Roastables

243556 CV Broccoli Zesty Herb 6/12.9 oz Ocean Mist Roastables

243553 CV Brussels Sprouts Lemon Caesar 6/15 oz Ocean Mist Roastables

243554 CV Brussels Sprouts SunDried Tomato 6/15 oz Ocean Mist Roastables

243555 CV Brussels Sprouts Sweet Sesame 6/15.5 oz Ocean Mist Roastables

243559 CV Cauliflower Parm Blk Pepper 6/12.8 oz Ocean Mist Roastables

243558 CV Cauliflower Spicy Buffalo 6/12.7 oz Ocean Mist Roastables

PHONE: 1.800.422.8384



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