



ORGANIC MARKET NEWS



AUGUST 8 - AUGUST 15, 2025

PEAK SEASON CALIFORNIA ORGANIC GRAPES



GOOD NEWS! **Organic Grapes** from California now in peak season through early October and the crop is showing strong volume.

Organic Green Grape varieties from the San Joaquin Valley are arriving more quickly than **Organic Red Grapes**, which has created promotable pricing for **Organic Green Grapes** throughout August.

The **Organic Green Grapes** are “Ivory”, “Sugar Drop”, and “Timpson” variety in early August, while **Organic Red Grapes** are a mix of “Ruby Rush”, “Sparkle”, “Passion Fine”, and “Magenta” varieties. **Organic Black Grapes** are “Sable”.

There are some flavorful **Organic Specialty Grapes** in season for August too: **Champagne**, **Candy Snap**, and **Thomcord**, plus **Muscadines** from the Carolinas all in clamshells.



OG STONE FRUIT

Organic Stone Fruit from California and Washington is expected to finish harvesting for the season in the second half of August. **Organic Yellow Peaches** and **Red Plums** will be the last remaining varieties, likely going into September. Quality and flavor remains impressive.

South Carolina **Organic Peaches** are back with availability expected for just a few more weeks. These are a great late-summer feature item while supplies last.

Organic Cherries from Washington will be available through mid-August then finish for the year. Strong prices will continue as availability drops off.

NOTE: **Organic Apricots** out of Washington are finished for the season and will sellout in mid-August.



OG BERRIES

GOOD NEWS! **Organic Blueberries** remain promotable in early August out of the Pacific Northwest. Pricing is affordable and supplies are strong. New crop Peruvian volume is arriving as well, though with higher pricing and lighter availability.

Organic Blackberries remain steady out of California with excellent quality and good overall volume.

Organic Raspberries are holding steady from both California and Baja. Quality has been excellent and volume continues to support promotional activity.

Organic Strawberries remain consistent out of California with solid quality, stable pricing, and good volume.



OG TOMATOES

LOCAL Organic Vine Ripe Tomatoes remain available from King Family Farms in Lancaster County, Pennsylvania. Greenfield Farms Coop in Ohio has also started production. Quality is excellent from both regions.

LOCAL Organic Roma Tomatoes continue to be harvested in Lancaster County by King Family Farms. Quality remains strong with consistent volume.

GOOD NEWS! **Organic Grape, Cherry, and Rainbow Cherry Tomatoes** remain promotable from Lady Moon Farms in Pennsylvania. All three varieties are showing excellent quality with strong volume to support promotions on local product!

NOTE: Greenhouse **Organic Beefsteak and Tomatoes on the Vine** remain in short supply from Canadian greenhouses. Recent heat damage is prompting growers to replant earlier than planned for fall and winter harvests. Light volume is expected through mid-to-late September.



OG PEARS

New crop **Organic Bartlett Pears** are in great supply and will transition from California to Washington through the second half of August. Washington's crop is expected to be excellent, with good promotional opportunities.

Organic Bosc Pears from California have just begun arriving in very limited volumes. Expect gaps in supply and elevated pricing as the season ramps up.



OG CELERY

GOOD NEWS! California **Organic Celery** remains promotable as summer production continues to perform well. Quality remains high and pricing has been aggressive, particularly on **Celery Hearts**. Now is an excellent time to build sales ahead of possible shifts in availability later in the month.



OG ARTICHOKEs

GOOD NEWS! **Organic Artichokes** continue to be promotable as strong summer production from California carries into August. Aggressive pricing, combined with consistent quality and steady availability, makes this a great item to highlight throughout the month.



OG PEPPERS

LOCAL Organic Shishito Peppers are now in stock in twelve-count ten-ounce packs from Lady Moon Farms in Chambersburg, Pennsylvania. Quality is beautiful on this popular seasonal grilling vegetable.

ALERT! **Organic Color Bell Peppers** remain steady out of Canada with lighter supplemental supply arriving from Holland. Strong demand continues to keep pricing firm and availability tight.



OG CUCUMBERS

LOCAL Organic Cucumbers from Lady Moon Farms in Pennsylvania are expected to finish through the end of August. Some additional volume will continue to arrive from Flaim Farms in New Jersey. Overall pricing has remained stable.



OG HARD SQUASH

Pennsylvania **LOCAL Organic Acorn, Delicata, Kabucha, and Spaghetti Squash** is in peak season!

LOCAL Organic Butternut Squash from Central Pennsylvania is beginning this week under item code 41031. In the meantime, product from Mexico will remain available through mid-August until additional PA supply begins to arrive around August fourteenth.



OG BRUSSELS SPROUTS

Organic Brussels Sprouts from Mexico remain available with steady volume to start August. Prices are beginning to increase slightly, but quality has remained consistent throughout the summer.

The 1 lb **Organic Brussels Sprouts** mesh bags will continue to be readily available and offer the same strong visual appeal and excellent quality.



OG APPLES

Organic Gala Apples will transition seamlessly from old crop to new crop over August. Growers are reporting an excellent new crop with strong quality.

New crop **Organic Honeycrisp Apples** will begin in late August.

Organic Envy Apples are nearing the end of their season. Availability is expected to wind down by late August with a gap in supply until new crop begins in October.



OG WATERMELONS

GOOD NEWS! **Organic Seedless Watermelons** from California continue to show strong internal quality and steady pricing. Fruit continues to be a great summer performer.

Organic Black Gem Yumi Watermelons are available from both California and Washington. Striking in appearance and full of flavor, these Melons are an excellent seasonal highlight.

Organic Mini Seedless Watermelons are readily available from North Carolina and California. Availability is expected to remain steady throughout August.



OG BROCCOLI

Organic Broccoli from California is benefiting from generally favorable growing conditions as August begins.

While a few growers are seeing shifts in production, strong overall supply drove aggressive pricing in late July. Expect a slight price increase in mid-August as grower limitations take effect, though quality is expected to remain excellent.



OG MANDARINS

Organic Mandarins from South Africa are in stock and tasting excellent. These are available in a 12/2 lb bag format and offer a great opportunity to differentiate on the citrus shelf.



OG AVOCADOS

Organic Hass Avocados are currently in good supply as the "Flor Loca" season continues in Mexico. Most of the sizing is trending towards 48ct, making 60ct fruit tighter in availability.

Four Seasons is now proud to offer **Organic Fair Trade Hass Avocados** from Calavo.



OG FIGS

Fresh **Organic Brown Turkey Figs** from California are in season.

Organic Black Mission Fresh Figs are just beginning to enter the market, with steady availability expected to reach the East Coast by mid-August.



OG LETTUCE

GOOD NEWS! **Organic Leaf and Romaine Lettuce** from Quebec continues to come in with strong quality and steady availability. Pricing remains favorable when compared to California-grown **Lettuce**, which is currently serving as a more expensive supplement.

Organic Romaine Hearts out of California will begin to tighten in August, leading to higher pricing. Quebec production will help alleviate pressure on supply as California volumes decline.



OG KIWI

The Zespri New Zealand Kiwifruit Promo and Display Contest has officially kicked off for August.

Both the Zespri **Organic Green** and **SunGold Kiwi** varieties are in steady supply and promotional opportunities are in full swing.

Offer both loose and clamshell options in your displays to maximize shopper engagement. There are some fantastic point-of-sale materials available to support your set and drive excitement. Connect with your Four Seasons Sales Representative to get the full contest details and materials to help you build a winning display.

OTHER STORIES

GOOD NEWS! **Organic Bunched Carrots** are promotable from Salinas Valley growers in California. Pricing is attractive and quality has remained excellent.

Organic Green Cabbage, Red Chard, and Rainbow Chard are now available from **LOCAL** growers in New York. Early quality has been strong and volume is building.

ALERT! **Organic Pineapples** will be tight for the month of August. A gap in availability is expected to hit in the middle of the month, so please plan accordingly.

Organic Parsnips are back in stock from in California and available under item code 40583.

ALERT! **Organic Asparagus** continues to be very limited due to quality and lack of supply. Expect fill-rate issues in August.

Organic Mango season in Mexico is quickly winding down. **Organic Ataulfo Honey Mangos**, along with specialty varieties like **Organic Nam Doc Mai** and **Mallika**, will be the first to finish.

As we approach the seasonal transition, availability will tighten until the expected arrival of California-grown green **Organic Keitt Mangos** in early September.

CONVENTIONAL MARKET NEWS

AUGUST 8 - AUGUST 15, 2025

BEST OF THE SEASON MELONS



GOOD NEWS! Honeydew and Cantaloupes out of California are in peak season, offering strong availability and promotable pricing.

A wide assortment of specialty melons including **Tuscans, Golden Dews, Orange Dews, Canary Melons, Galia Melons, Golden Hami, and Lemon Drops.**

Harvests in the San Joaquin Valley are yielding some of the best tasting California **Cantaloupes** and **Honeydew** of the year!

GOOD NEWS! Seedless Watermelons remain promotable, especially on 60ct bin fruit. **LOCAL** Delaware and North Carolina are providing good quality with high sugar content. Some size is down due to recent cooler weather and rainfall.

Seeded Watermelons continue to ship from Delaware and North Carolina with consistent pricing. Recent weather has led to slightly smaller sized fruit in the field.

Mini Seedless Watermelons are still shipping out of North Carolina and will begin transitioning to California before the end of the month. California supplies are expected to be strong and promotable.

Yellow Seedless Watermelons are also in peak season.



CV POTATOES

LOCAL New Jersey 10/5lb **Gold and White Potatoes** are now in season for the summer. Early quality reports are excellent and pricing is expected to ease slightly as **LOCAL** volume increases.

On the other hand, New Jersey **Red Potatoes** suffered heavy crop loss due to excessive rain. Most remaining product is being sold as number twos. We are switching to Minnesota-grown 10/5 lb **Red Potatoes** packed under the Dole label this weekend to ensure quality.

Green Giant **Red and Gold Potatoes** in 10/5 lb packs will transition to Idaho-grown product for mid-August as we begin new crop production in premium lines.

Idaho **Russet Potatoes** in both bagged and count packs are transitioning to new crop supplies in mid-August. Supply is expected to be strong with no gap between old and new crop harvests.



CV STONE FRUIT

GOOD NEWS! LOCAL New Jersey and Pennsylvania **Peaches** are plentiful and eating well. **White Peaches** and **Nectarines** remain more limited in availability.

Donut Peaches from California remain in short supply, though we are continuing to see good volume of **LOCAL White Donut Peaches.**

GOOD NEWS! Stone Fruit remains in excellent supply, including **White and Yellow Peaches** and **Nectarines, Red and Black Plums,** and a broad variety of **Pluots and Plumcots** in **Red, Black, Mottled, and Yellow-Green** hues. These are some of the best-tasting items of the year, and now is the time to promote.

Cherry Plums are back in stock and will transition from 10/2 lb clamshells to 10/1 lb clamshells in mid-August.

Cherries continue to climb in price each week as shippers finish for the season. Expect the prices to rise significantly through the final weeks of availability, which will likely conclude around Labor Day.



CV BERRIES

GOOD NEWS! Blueberries remain highly promotable from both the Pacific Northwest and Michigan. Abundant harvests are keeping supply high. New crop Peru imports are arriving on the East Coast, though at higher prices compared to domestic product.

Raspberries out of California and Baja, Mexico are steady in supply, though rising demand is pushing prices slightly higher. Quality continues to be strong.

Blackberries are seeing slight relief in pricing this week as California volume begins to ramp up. Quality remains excellent. New Jersey has officially finished for the season after a brief window of availability.

Strawberries are seeing an uptick in pricing following several weeks of strong promotions. California production is beginning to slow with new plantings starting. Volume is expected to decline week over week as we move toward the Fall. Overall quality has been nice, though some lots are showing increased bruising.



CV ASPARAGUS

NOTE: **Asparagus** volume continues to trend lower, with this week's import container arrivals down by twenty percent. Large, XL, and Jumbo sizes remain very limited, particularly out of Peru.

Relief in both supply and pricing may come by the end of August when additional Baja, Mexico volume begins. Sizing remains on the smaller side as Peru works through winter conditions.



CV MANGOS

The Mexican **Mango** season is beginning to wind down rather quickly. The **Kent** and **Keitt** Mango varieties currently in the marketplace tend to size larger as they reach maturity on the tree, so we are seeing tightening availability on 10ct and 12ct fruit. Expect sizing to continue trending up as the season nears its end.

NOTE: The popular **Champagne Ataulfo Mangos** have officially finished for the season. That said, Four Seasons will continue to offer an 18ct Ataulfo Mango option for the next few weeks while supplies last, so take advantage of the remaining availability while you can.



CV CUCUMBERS

LOCAL Cucumbers are slightly tighter in mid-August, especially out of New Jersey. Pricing has increased slightly, but supply remains good.

NOTE: **Seedless Cello Cucumbers** are tightening as crops are impacted by heat damage. Greenhouse growers are grading harder and availability is expected to remain light through the end of the month. Pricing will reflect the tighter supply.



CV EGGPLANT

GOOD NEWS! LOCAL Eggplants continue to be very promotable, with strong volume and good quality out of New Jersey.



CV GREEN BEANS

GOOD NEWS! LOCAL Green Beans are coming in strong from Pennsylvania, New Jersey, and Canada. Pricing has dropped with increased supply, offering a strong promotional window on bulk product.



CV SQUASH

GOOD NEWS! LOCAL Green and Yellow Squash are in excellent supply from New Jersey and Pennsylvania. Pricing is highly promotable, and overall quality is improved with more favorable weather. We also now have **LOCAL Patty Pan Squash** from Harlan Hess in Pennsylvania.



CV GRAPES

California **Grapes** have seen slower movement across the industry, causing some shippers to adjust pricing down.

As we move into August, more premium proprietary varieties will become available across all colors. Overall, prices are expected to trend down gradually as supply builds.

Gum Drop Grapes from The Grapery are in peak season and will bring flavor and sweetness.



CV PEARS

New Crop **Bartlett** and **Bosc Pears** from California are in peak season, with Washington fruit expected to begin toward the end of August.

Red Pears will transition from California to new crop Washington through the remainder of August.

Import **Anjou Pears** are winding down and should be completely finished before the end of August.



CV LETTUCE

Lettuce production in Quebec continues to thrive under ideal growing conditions. **Romaine Hearts** and **Iceberg Lettuce** out of Canada remain consistent in both volume and quality.

In contrast, California production is beginning to see a decline as we enter early August, which is reflected in increasing costs. Both regions are providing stable supply on **Green** and **Red Leaf Lettuce** as well as **Romaine Lettuce**, though West Coast supply is expected to tighten.



CV CITRUS

Summer Citrus remains plentiful from South America, with strong supplies on **Navels**, **Cara Caras**, **Mandarins**, **Minneolas**, and **Tangerines**. As we head into back-to-school season, be sure to build displays with bagged **Navels** and **Mandarins**.



CV DRAGON FRUIT

Both Red Skin/White Flesh **Dragon Fruit** and Yellow Skin/White Flesh **Dragon Fruit**, also known as **Pitahaya**, are in good supply to begin the month.

However, early reports indicate that availability may begin to tighten a bit as we approach the end of August, so be mindful of forward planning as demand remains strong.



CV SWEET CORN

LOCAL NJ, PA, and DE **Bi-Color Sweet Corn** pricing that jumped up in early August is beginning to ease as better harvest numbers are reported and other growing regions begin to ramp up. Quality remains excellent.

LOCAL White Sweet Corn is available but remains in shorter supply.

LOCAL Purple Bicolor Violet Sweet Corn 12/4ct Tray Packs are in season from NJ.



CV APPLES

Washington **Rave Apples** are the first new crop **Apple** to arrive this season. With Honeycrisp parentage, the **Rave Apple** offers strong flavor and early availability. This exciting apple will be in stock around August 13.

Washington old crop storage **Honeycrisp Apples** have finished for the season. A small volume of Canadian fruit is currently available but is expected to finish before the first arrivals of "Premier" **Honeycrisp Apples** around August 18.

Gala Apples from both Eastern and Washington regions will transition to new crop over the end of August.

Washington **Envy Apples** are expected to finish toward the end of August into early September. We will rely on imports until the new crop begins in October.



CV CAULIFLOWER & BROCCOLI

GOOD NEWS! Cauliflower production in California continues to benefit from strong growing conditions, yielding high-quality product at aggressive pricing levels. Maine is also offering additional volume with similarly favorable pricing and quality, presenting a strong promotional opportunity to grow sales through expanded display and ad support.

GOOD NEWS! Broccoli Crown harvests out of Maine have hit consistent volume, which is helping to ease market costs. California continues to provide additional supply, though variability in conditions between shippers has created higher pricing from the West. As we move into mid-August, favorable growing conditions in both regions should support promotable supply.



CV TOMATOES

GOOD NEWS! Pennsylvania **LOCAL** Vine Ripened Tomatoes are beginning in mid-August with early quality showing excellent potential. Volume is expected to build steadily.

NOTE: Tomatoes on the Vine are experiencing higher pricing as greenhouse yields decline and heat-related damage continues to limit production. Demand remains strong.

GOOD NEWS! **LOCAL** Grape Tomatoes are entering a highly promotable window with better volume and strong quality. Promote! Backyard gardens and local production are helping to push supply into a surplus.

LOCAL Heirloom Tomatoes are now seeing higher pricing as availability slows down significantly and Canadian production remains limited. Expect gaps in supply and firmer prices.

OTHER STORIES

Snow and **Snap Peas** from Peru are currently abundant, resulting in much lower pricing on **Snow Peas**. This type of pricing drop often leads to a temporary halt in packing, and once that happens, the reduced volume will help the market rebound. Peak availability is typically seen closer to September.

NOTE: Mini Mix Sweet Peppers remain in tight supply with elevated pricing and limited availability.

ALERT! Limes will become increasingly tricky throughout August and September. Pricing conditions remain volatile, and we advise avoiding long-term commitments at this time.

Hothouse Color Bell Peppers remain steady across all three colors. Volume is consistent, demand is strong, and pricing is holding firm. Quality continues to be very good.

GOOD NEWS! Celery production will remain steady through August out of California. Quality remains excellent and pricing is favorable, making this an ideal item for retail promotions and volume movement.

ALERT! 15lb Elongated Red Peppers are in a harvest gap in mid-August.



ZESPRI KIWIFRUIT DISPLAY CONTEST

AUGUST 4 - AUGUST 31, 2025

Back for the 10th straight year, our annual Four Seasons Produce/Zespri Kiwifruit Display Contest always strikes “gold”, while putting “green” into the registers. Green and SunGold varieties, both conventional and organic, are now very promotable with outstanding eating quality. What a “golden” opportunity to boost the tropical category sales in your department with this fun display contest! It’s time to get the kiwi kapers started, get creative, and make kiwi the centerpieces of your next awesome display!

DISPLAY CONTEST CRITERIA:

- Build an amazing Kiwi display that any Kiwi Bird would be proud of! ALL fruit **MUST** be purchased from Four Seasons Produce. We will have both conventional and organic bulk and packaged Kiwi available. All codes for product and point of sale are listed on page 2.
- Both **Green AND SunGold Kiwi** must be in your display in order to qualify for entry.
- **Utilize the high-graphic Zespri bins, boxes, and point of sale signage** in your displays. Point of sale signs will be available through your Four Seasons Sales Rep or Merchandiser. These Zespri bins will look great anywhere in your department and store. We have some new razor sharp display bins available for this year’s contest. See page 2 for details.
- All displays must remain up for **a minimum of 1 week**.
- Email your display contest entry photos to contests@fsproduce.com by **September 4, 2025**.



FOR MORE DISPLAY TIPS AND IDEAS,
PLEASE CONTACT YOUR FOUR SEASONS SALES REP OR MERCHANDISER!

FOR MORE INFORMATION ON ZESPRI KIWIFRUIT, OR FOR COOL
DOWNLOADABLE RECIPES FOR YOUR CUSTOMERS, PLEASE VISIT: WWW.ZESPRI.COM



PHONE: 1.800.422.8384

| www.fsproduce.com





ZESPRI KIWIFRUIT DISPLAY CONTEST

AUGUST 4 - AUGUST 31, 2025

DISPLAY CONTEST PRIZES:

(displays will be judged on overall eye appeal, use of Zespri POS, and meeting all display contest criteria)

Most Creative Display:

1st Place--\$300
2nd Place--\$200
3rd Place--\$100

Best All Organic:

1st Place--\$300
2nd Place--\$200
3rd Place--\$100

Entry Prize

EVERY CONTEST ENTRY WILL
RECEIVE A SUPER COOL
ZESPRI SUNGOLD KIWI
T-SHIRT JUST FOR ENTERING!

Best Small Store Display:

(3 registers or less)

1st Place--\$300
2nd Place--\$200
3rd Place--\$100

Largest Display:

(4 registers or more)

1st Place--\$300
2nd Place--\$200
3rd Place--\$100



CV:

228266 CV Kiwi NZL 36 sz 102 ct Volume Filled
225074 CV Kiwi 12/1 lb Zespri Clamshell
224710 CV Kiwi SunGold NZL 13 lb 27 sz 44 ct
224712 CV Kiwi SunGold 8/1 lb Clamshell

OG:

228305 OG Kiwi 36-39 sz 102/115 ct Volume Filled
225078 OG Kiwi 12/1 lb Zespri Clamshell
208486 OG Kiwi SunGold 13 lb 22/25 sz 37/41 ct
224713 OG Kiwi SunGold 8/1 lb Clamshell

POS Material Codes (*while supplies last*):

225669 POS Display Bin 1 ea Zespri
231310 POS Display Bin SunGold OG 1 ea Zespri
228487 POS Display Bin SunGold 1 ea Zespri
228488 POS Display Box Formed GreenKiwi 1 ea Zespri
221149 POS Display Box Formed SunGold 1 ea Zespri
240106 POS Kiwi SunGold Promo Tower 1 ea
245273 POS Display Bin Small SunGold 1 ea Zespri Hexagon
245272 POS Display Bin Small Green 1 ea Zespri Hexagon

PRODUCT CODES:



PHONE: 1.800.422.8384

| www.fsproduce.com



PENNSYLVANIA

**Dundore
and Heister**

CRAFT BUTCHERS



Dundore & Heister is Pennsylvania's Craft Butcher. Our products capture the rich, robust flavors of our region and the down-to-earth cooking style of our Pennsylvania home. Our line of craft sausages, savory snacks, and deli specialties are reminiscent of a simpler time where the visit to the butcher shop meant wholesome products and good feelings were right around the corner.

PASTURE
RAISED

CLEAN

WHOLESDOME
INGREDIENTS



PENNSYLVANIA

• **PROUD** •

SUPPORT OUR FARMS

SMALL
BATCH

CRAFT

ARTISAN
PRODUCTS

NO
GLUTEN*

NO ANTIBIOTICS
OR ADDED
HORMONES

NO NITRATES
OR NITRITES

PENNSYLVANIA
PASTURE-RAISED
BEEF

NO
PRESERVATIVES

GAP
CERTIFIED
STEP 1

Celebrate the Heritage & Unique Flavors of Pennsylvania from Dundore & Heister.



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DELIVERY STARTING 8/11



241582



241578



241556



241579



241581



241580



241583

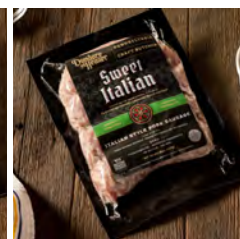
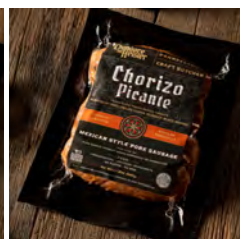


241584



241585

CODE	DESCRIPTION	PK/SZ	UPC
241582	CV Hickory Smoked Kielbasa	16/14 oz Dundore and Heister	8-50039-59209-6
241578	CV Sausage Bavarian Bratwurst	16/12 oz Dundore and Heister	8-50039-59200-3
241556	CV Sausage British Bangers	16/12 oz Dundore and Heister	8-50039-59203-4
241579	CV Sausage Chorizo Picante	16/12 oz Dundore and Heister	8-50039-59205-8
241581	CV Sausage Spicy Calabrian	16/12 oz Dundore and Heister	8-50039-59201-0
241580	CV Sausage Sweet Italian	16/12 oz Dundore and Heister	8-50039-59204-1
241583	CV Hex Beef Jerky	12/2.5 oz Dundore and Heister	8-50039-59208-9
241584	CV Hex Beef Sticks Original	20/8 oz Dundore and Heister	8-50039-59206-5
241585	CV Hex Beef Sticks Spicy	20/8 oz Dundore and Heister	8-50039-59207-2



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**THE LITTLE
POTATO
CO.**



THE LITTLE POTATO COMPANY SUMMER GRILLING DISPLAY CONTEST WINNERS!



Saubel's Markets - Shrewsbury, PA



Trout's Jubilee Foods - Emmitsburg, MD



Foley's Family Market - Hamilton Township, NJ



Frenchtown Market - Frenchtown, NJ



PHONE: 1.800.422.8384

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RAVE APPLES - INSPIRATION CORNER

221612 CV Apples Rave 40 lb 72/88 ct Stemilt

213690 CV Apples Rave WFCY 12/2 lb Bag Stemilt

IN PEAK SEASON MID-AUGUST THROUGH SEPTEMBER!





All Natural Wow!®

News Drops

July, 2025 | Version 25.1

Sweet News for Summer 2025 – Drive Sales, Simplify SKUs, and Delight Shoppers with Gum Drops®.



Capitalize on Peak Demand — Make Room for Gum Drops Now.

Shoppers are in peak summer fruit-buying mode and Grapery is back in season with the sweet, surprising standout they've been waiting for: Gum Drops. With bold flavor, strong brand recognition, and devoted fan following, Gum Drops are primed to drive premium sales and repeat purchases.

Don't miss your window.

Cross-purchasing between cherries and grapes is at its highest right now. A secondary Gum Drops display near your cherry set captures attention, boosts engagement, and increases basket size. This is the moment to turn casual shoppers into raving fans.

Act Fast!

Gum Drops are here now, and Cotton Candy™ and Tear Drops® are just around the corner. Early buyers of Gum Drops are your most likely Cotton Candy superfans. Stocking up today ensures you're building anticipation – and loyalty – for what's next.



Product Spotlight: Gum Drops Deliver Big Flavor.

At Grapery, flavor is everything. We breed, grow, and hand-harvest grapes with one goal: to deliver unforgettable WOW flavor and our Gum Drops are no exception.

Picked at a minimum of 21 brix, Gum Drops may be small in size, but they pack a powerful flavor punch. In a market crowded with year-round offerings and inconsistent quality, Grapery stands out as the go-to solution for retailers and consumers alike.

Here's why Gum Drops are a win for your produce department:

- **Flavor Shoppers Crave** – Grapery's version of Skittles, Gum Drops are instantly recognizable to flavor-seeking shoppers. The name alone signals taste you can trust and data shows consumers are happy to pay a premium for it.
- **Simplified SKU Management** – With one clear, compelling brand for candy grapes, you will reduce clutter and complexity at the POS. Fewer SKUs, less confusion, and better inventory control.
- **A Brand Consumers Seek Out** – Grapery's iconic packaging and strong brand loyalty bring shoppers back again and again. When featured in high-traffic areas like front-of-store displays Gum Drops drive incremental purchases and higher basket rings.

Consumer Buzz: What Shoppers are Saying...

"I just have to tell you that the Gum Drop grapes are THE BEST grapes I've ever eaten in my life."

"As someone who worked in the food biz for over 30 years, I have to say that 'All Natural Wow' is an understatement. Damn, they're great!"

"We cannot stop eating them. They are the sweetest, best-flavored grapes we have ever tasted."

"I rarely reach out to producers, but you have amazing food. Thank you!!!"

Your customers are not just buying grapes – they're buying joy. When you carry Gum Drops, you're delivering a product that builds loyalty, repeat purchases, and word-of-mouth excitement.

IN SEASON NOW!

CODE: 225809

CV Grapes Gum Drops 16 lb

PLU: 3907



Category Update: A Unique Start to the Season

It's been an unusual beginning to the California grape season. With Mexican fruit lingering in the market and California fruit arriving slowly, the landscape is still evolving. Cooler-than-usual temperatures in the Central Valley are delaying the full flavor development of some heat-loving varieties like Cotton Candy™. But here's the good news: while Cotton Candy™ ripens to perfection, another fan favorite is ready to shine—**Gum Drops**.

Let's Make This Season Profitable!

With high-margin grapes, simplified SKU management, and proven shopper demand, Gum Drops are a powerful tool to drive category performance and boost your bottom line.

- This is just the beginning with more Grapery favorites are on the way. Each variety brings unique flavor, loyal fans, and new opportunities to maximize sales. The more Grapery varieties you carry, the more profitable your grape season becomes.
- We're here to help you move volume faster, keep your customers coming back, and build sustained momentum all season long.

Stay tuned for more Grapery News Drops and let's make this your most successful grape season yet.