



VINE LINE
PRODUCE

Winter Merchandising

Capitalize on holiday sales by continuously promoting

Seasonal Staples



POMEGRANATE



PERSIMMONS



KIWI



FIGS



BANANAS



LIMES



MANDARIN ORANGES



LEMONS



BLOOD ORANGES
AND OTHER NAVELS



CRANBERRIES



AVOCADOS



BROCCOLI



GINGER ROOT



CELERY



RADISHES



ONION



FRESH HERBS



CARROTS



POTATOES



PLANTS



POINSETTIAS



CENTERPIECES



THEMED BOUQUETS



ROSES



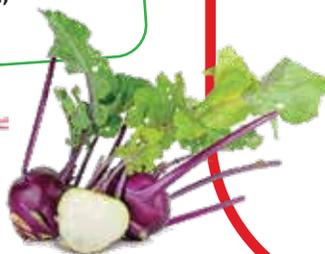
EVERYDAY FLORAL
BOUQUETS

IT'S ALL ABOUT COLOR!

Add bold and bright colors to the front of your department and leave the rest to the side.

Color pops and draws attention on dreary and gray winter days.

Create colorful produce displays that utilize a bright array of winter root vegetables; red, gold and striped beets, an assortment of colored carrots, turnips, kohlrabi, and specialty radishes.



holidays

HANUKKAH

CHRISTMAS DAY

KWANZAA

NEW YEAR'S EVE

SUPER BOWL SUNDAY

CHINESE NEW YEAR

VALENTINE'S DAY

MARDI GRAS

holiday planning & merchandising

December is filled with cultural ethnic and religious traditions that will influence your shoppers' food choices. Understanding each of these traditions creates sales opportunities that could become overlooked.

Plan Ahead

Christmas, Hanukkah, and Kwanzaa all fall close to one another in December, so planning ahead is key to a successful selling period. Key produce displays should be in place by the beginning of the month to maximize sales and profits and to keep your labor force as efficient as possible.

Bring your tonnage items in early and then the remaining items a few days later.

Stay ahead on your staple items like potatoes, onions, and dips. Your shrink risk is minimal on these items, but if you are out of product and waiting for deliveries you are going to miss sales and disappoint customers.

Be sure to have a variety of banana colors on display – these are great in fruit salads. Stay ahead with color, as well.

Beginning the Monday prior to Christmas and Hanukkah, every day will be busy so make sure you have your display set and ready to capture those sales.

December is All About Fruit

These holidays are normally more fruit focused than Thanksgiving. Expand your fruit variety with kiwi, persimmons, pomegranates, mangoes, papayas, melons, varietal pears, all varieties of berries, clementines and mandarins. Use this color palate to draw in customers.

Over 30% of consumers purchase flowers or plants for Christmas or Hanukkah, amounting to 30% of the total yearly Holiday floral dollar volume...
More than 50% of consumers purchase poinsettias for the holiday season.
-The Produce News



Christmas Must Haves

Potatoes, onion, celery, sweet potatoes, squash, green beans, cranberries, herbs and spices, broccoli, carrots, asparagus, navel oranges



Hanukkah Must Haves

Honey, sweet potatoes, root vegetables for soups, walnuts, raisins, onions, parsnips, apples, oranges, potatoes for Latkes, falafel, donuts, chocolate candy (Gelt)



Kwanzaa Must Haves

Corn, collard greens, okra, yams, squash, bananas, plantains, black eyed peas, peanuts, kale



Warm Up WITH COMFORT FOOD

As winter temperatures turn cold, hearty dishes are what the mind and body crave. Soups and stews are great opportunities for retailers to move multiple varieties of hearty winter commodities such as potatoes, carrots and celery.

Take advantage of our Garden Cut stew mixes, stuffing mixes, and diced items. These are a great way to entice time-pressed shoppers looking for something fulfilling for dinner.

Excite customers with new potato items such as rainbow fingerling potatoes, rose gold potatoes and pre-wrapped bakers to add color and variety to your potato category. Cross-merchandise with butter, sour cream, cheese, and bacon to encourage impulse sales.

Make sure to pair onions with other root vegetables for stocks and stew starters. Roasted sides are a great way to help satisfy hearty appetites. Include recipe cards with preparation options near each product for inspiration.

HEALTHY EATING THROUGH WINTER

Winter holidays are a great time to capitalize on the healthy aspect of produce. Leafy greens are a big part of holiday meals; juicing becomes more popular; and citrus is widely available - and will keep the germs away! Ensure your shelves are stocked with multiple varieties that are continuously available.

Colorful graphic displays give you an opportunity to convey the healthy message. Share the benefits of eating healthy in print ads, social media pages and inside the store through information cards.

showcase simple fresh ideas that are easily executed. Use point of sale items to suggest substituting butter with mashed avocado on toast; spaghetti squash in place of pasta; and cabbage leaves as a wrap instead of a hamburger bun. Giving alternative ideas will generate incremental sales and drive new items out the door.

Introduce some healthy alternatives that

JUICING

Essentials

- Lemon
- Mango
- Carrot
- Grapefruit
- Navel
- Cucumber
- Kale
- Spinach

Benefits

- Full of Nutrients
- Energy Booster
- Aids in Weight Loss
- Helps prevent Disease
- Boosts Immune System

LEAFY GREENS

Essentials

- Kale
- Microgreens
- Collard Greens
- Spinach
- Cabbage
- Bok Choy
- Romaine
- Chard
- Arugula
- Endive

Benefits

- Protects Your Brain
- Fights Belly Bloat
- Builds Strong Bones
- Helps Prevent Cancer
- Boosts Digestive Enzymes
- Reduces Inflammation

PROMOTING COLD AND FLU FIGHTERS

This is cold and flu season. Citrus fruits are an effective weapon in fighting bugs and viruses. So staying stocked on these items throughout the season is important.

The vitamin C found in navels, cara-cara oranges, kiwi, and other citrus fruit help soothe itchy, watery eyes. Many people do not realize that citrus is a great source of fiber, aids in digestion, and keeps you feeling full. Display multiple citrus varieties prominently at the front of the department.

Try cross-merchandising citrus next to cold and flu medications in the pharmacy. This can help you capitalize on consumers looking for natural remedies. Did you know that lime juice can be used in place of salt?



Valentine's Day



February is National Heart Health Month. Display heart healthy favorites fit for a romantic Valentine's Day dinner. These include fingerling potatoes; red carrots; spinach and other salads, along with traditional mixes; mixed berries; and floral items.

Rose Bouquets
Flower Arrangements
Berries
Dipping Chocolate
Stem Strawberries

ESSENTIALS



Mardi Gras

Crawfish, shrimp boil, jambalaya and gumbo are Mardi Gras staples. They are all about the fresh produce and seafood!

It is not unusual for a customer to purchase a sack of shrimp or crawfish and also buy mushrooms, corn, potatoes, onion, garlic, celery, lemons, carrots, brussels sprouts, cauliflower, and artichokes. Recipe cards are a great addition to these sets during this celebration.



SEAFOOD BOILS, JAMBALAYA & ETOUFFEE
Okra, peppers, onion, celery, corn, and artichokes

PO BOYS
Lettuce and tomatoes for topping

RED BEANS & RICE
...Red beans and rice

