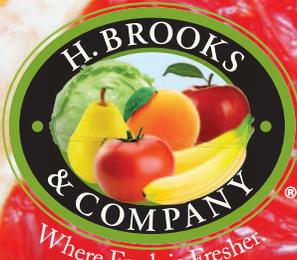


DECEMBER 6, 2017



# fresh

Weekly  
TOP  
10



## Tim's Top 10 Merchandising Tips

BY TIM PETERSON

### Implement your Christmas merchandising sets!

Expect added sales Thursdays through Saturdays, due to holiday entertaining. Expand Clementines (5lb boxes and 3lb or 2lb bags), Navel Oranges (bulk and bags), Texas and Florida Grapefruit and Pomegranates. **Promote sales with Party Platters and Poinsettias now!** Push sales with Grapes, Honeycrisp, In-Shell Nuts, SweetTangos, Apples, Asparagus, Bartlett Pears, Fresh Cider, Berries, Melons, Cut Fruit and Vegetables, Persimmons, Pummelos, Colored Peppers, Salads, Tomatoes, Pineapples (cored too), Yams, Squash, Green Beans, Cranberries, Corn, Tray Corn, Potatoes and Onions.

Football season is here; expand your Peanut and Pistachio displays (regardless of how your team is doing :-)

If you haven't built your holiday gift display yet, I'd suggest waiting until the week before Christmas. If it's up now, this display is a great place to sell Poinsettias, Nuts, Chocolates, Dried Fruit, Peanut Brittle, Seasonal Party Platters, and other fresh and non-fresh holiday items. As Christmas approaches, tighten up on these items and expand your fresh Fruit Baskets.

#### Christmas Sets:

- H. BROOKS & COMPANY'S FRESH FRUIT BASKETS AND GIFT BOXES:** Again this year we will be offering our Fresh Fruit Basket program. **This is a great way to save on labor during the holidays!** Simply focus on maximizing sales throughout the rest of your department; we'll do the rest. Please ask your salesperson for more details.
- CHRISTMAS SETS:** Now through New Year's is the peak sales period for Vegetables. **This is also when the demand for Hard-Fruit starts to rise dramatically—so expand here.** It's time to cut back on your local Apple displays (other than Honeycrisp), remain aggressive with Vegetables and expand Party Platters, Clementine's, Navel Oranges, Grapefruit, Apples, Pears, Nuts, Chocolates, Peanut Brittle, Candies, your floral department (primarily Poinsettias) and anything gift-related.
- FRESH PARTY PLATTERS:** **Promote now through New Year's!** Many retailers will create a "party central" area or add secondary displays to boost sales. They work great up front by your Cut Fruit, or in any highly visible refrigerated area. Ask your salesperson for details.

#### Expand:

- CLEMENTINES:** New crop 5lb, 3lb and 2lb California Clementines are here. **This is a big ring through February—so expand those displays now.** Merchandise these on their own or tied in with Hard Fruit.
- NAVEL ORANGES:** **Good quality and demand – so expand your Navel displays (bulk and bags).** Citrus can be merchandised on its own, or tied in with Hard Fruit.
- GRAPEFRUIT:** New crop Texas, Florida Grapefruit and White Grapefruit are in stock and looking good! Offer both Texas and Florida regardless of which is most popular at your store; you'll satisfy more customers. **Make sure to give our Texas Sweet Scarlet Grapefruit a try – available in bulk and 5lb bags!** Display these on their own, or tied in with Oranges or Hard Fruit.

#### Push Sales With:

- APPLES:** Be aggressive with Honeycrisp; by far the market leader: I'd suggest Bulk, Totes and Bags. Besides this, cut way back on your local Apples. **Besides the basics, make sure to add Kiku, Ambrosia, Envy, Jazz and Kanzi.** Display Apples with Hard Fruit.
- GRAPES (include Organic):** **Pretty Lady Grapes are looking good, with strong demand; make sure to promote them now.** Displays should remain up front in a lead rack position.
- BARTLETT PEARS:** **Bartletts are looking great, push for sales now.** Tie in Anjou, Bosc and Red Pears. Display them on their own or with the hard fruit of your choice.
- STRAWBERRIES AND VARIETY BERRIES (include Organic):** **Stay tight on the size of your displays; maximize turns and tighten way up on back stock.** Tie in Raspberries, Blueberries and Blackberries. Displays should remain up front in the lead rack position.



# Buyers' Top 10

1. **H. BROOKS & COMPANY'S FRESH FRUIT BASKETS AND GIFT BOXES:** Import Cantaloupe are delicious! Honeydew is arriving from Nogales for another ten days.
2. **GRAPES:** We're offering beautiful, highest quality and abundant Black, Green and Red Grapes from California. Supplies should last through December before we transition into Chilean Grapes.
3. **APPLES AND PEARS:** Local Apples are mostly done. We'll continue to carry Michigan Honeycrisp and Macintosh well into the winter. Washington Apples and Pears are going strong; with all varieties now available. Quality is outstanding!
4. **STRAWBERRIES:** Supplies remain tight, market is higher. Quality can vary by area.
5. **ORGANIC PRODUCE:** Supplies are improving. New growing area is underway.
6. **GREEN PEPPERS, CUCUMBERS AND LOCAL PRODUCT:** Green Peppers, Cucumbers, and Squash are arriving from Mexico. Sweet Corn and Green Beans are more readily available. Specialty Tomatoes, like Cherubs and Juno Bites are a treat! Give them a try!
7. **CITRUS:** We have a plethora of yummy citrus ready to go! Cara Caras, Satsumas, Sunburst Tangerines, ½ and 1/3 carton navels and grapefruit, etc... Come and get 'em! California Navel Oranges are here in all packs and sizes!! They look and taste great. We even have BIN Navels.
8. **BLUEBERRIES, BLACKBERRIES AND RASPBERRIES:** Import Blueberries remain steady. Blackberries are in good supply with new areas starting. Raspberry supplies remain limited; market is up.
9. **WEST COAST VEGGIES:** The growing area transition is complete. Quality is looking good. Markets are improving.
10. **ONIONS, POTATOES AND SWEET POTATOES:** ONIONS: Local Onions are still a favorite. Ask your salesperson about 16/3# and bin pricing. All other Onions have transitioned to the northwest, Nevada and Idaho growing areas. Sweet Onions continue to lead the way! We have price points for everyone—from Northwest Sweets, Sweetie Sweets from Nevada and our Premium OSO Sweets from Peru! Sweetie Sweets will come to an end mid-December. POTATOES: Be sure to check out our 10/5# and 5/10#PRIME SIZE Green Giant Idaho Potatoes, Best looking Potato in the market. SWEET POTATOES: Georgia Yams continue to look and taste great. New crop California Sweets and Red Garnets are a fall favorite!



## About H. Brooks and Company...

H. Brooks was founded more than 100 years ago. Then, a produce cart served as its corporate headquarters. Today, while the size of the company has changed dramatically—its reputation as a friend and advisor with the unfailing ability to seek out and deliver unique, best available field-fresh produce has not. And never will.



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