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fresher

Weekly
TOP
10



Tim's Top 10 Merchandising Tips

BY TIM PETERSON

Continue with your winter sets through March!

Boost sales with Clementines, Oranges, Apples, Grapefruit and Pears. Add Sumo Mandarins, Cherries, Peaches, Nectarines and Ugli Fruit. Be aggressive with Grapes, Honeycrisp, Berries, Melons, Salads, Tomatoes, Pineapples (cored too), Potatoes and Onions. It's the New Year and your customers are more committed than ever to eat healthy — make sure to promote the nutritional benefits of fresh Fruits and Vegetables!

Football playoffs are here; push sales with Peanuts and Pistachios (regardless of how your team is doing :-)

You've entered the slowest sales quarter of the year, so it's more important than ever to watch your turns. Remain tight on backstock now through March, working as much from the truck to the floor as you can.

Add:

1. **SUMO MANDARINS:** Promote these now – it's always a short season. **These eat like candy!**
2. **CHILEAN CHERRIES AND SOFT FRUIT:** Cut these in sparingly (one case at a time). **Think \$ profit, not % markup and you'll sell more.** Display Cherries next to Grapes or Berries and Soft Fruit on its own or with Tropical. Make sure to tie in Kiwi, Mangos and Bartlett Pears.

Ideas for Tables:

3. **TABLE DISPLAYS:** One of the questions I'm asked most frequently is, "What should I display on my tables?" If you have refrigerated tables, try Strawberries, Blueberries, Variety Berries, Grapes and Cut Fruit and Vegetables. For non-refrigerated tables, be aggressive with Sumos, Asparagus, Pineapples, all Hard Fruit, including Clementines, Apples, Oranges, Grapefruit and Bartlett Pears. You should also have a small display of Soft Fruit while promoting Tomatoes, Bananas, Pineapple, Onions and Potatoes.

Expand:

4. **CLEMENTINES:** Expand your displays – peak sales are here! Include both 5lb and 3lb or 2lb California Clementines. The perfect display has 5lb in the middle with 3lb Halos on one side and 3lb Cuties on the other. Merchandise these on their own or tied in with Hard Fruit. **Think \$ profit and you'll sell more volume.**
5. **NAVEL ORANGES:** Good quality and strong demand – so expand your Navel displays (bulk and bags). Citrus can be merchandised on its own, or tied in with Hard Fruit. **Make sure you're selling Cara Cara (Pink Navels), Heirloom Navels and Blood Oranges.**
6. **GRAPEFRUIT AND TANGERINES:** Keep pushing sales with Texas and Florida Grapefruit! 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 Scarlett Grapefruit a try – available in bulk and 5lb bags!** Also, stock Ugli Fruit, Oro Blancos (Sweeties), White Grapefruit, Pummelos, Minneola Tangelos, Sunburst Tangerines and Satsuma Mandarins. Display these on their own, or tied in with Oranges or Hard Fruit.
7. **APPLES:** Be aggressive with Honeycrisp; by far the market leader. Besides the basics, make sure to sell SweetTango, Grapples, Kiku, Ambrosia, Envy, Jazz and Kanzi. Display Apples with Hard Fruit.

Push Sales With:

8. **GRAPES:** Grapes remain a big category, with strong demand; make sure to promote them now. Imports are in stock. Displays should remain up front in a lead rack position.
9. **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.
10. **BERRIES (include Organic):** Stay tight on the size of your displays to 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. MELONS:** Sell away!
- 2. GRAPES:** We've transitioned into South American Grapes. Strong markets will continue for another two weeks until volume picks up.
- 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:** California supplies are very light; Florida supplies are nonexistent due to the freeze. Everyone is looking to Mexico for their Berries. Market is climbing.
- 5. ORGANIC PRODUCE:** Supplies are good. Spinach products are going to be very tight in the next few weeks.
- 6. GREEN PEPPERS, CUCUMBERS AND SQUASH:** AAll arriving from Mexico. Sweet Corn and Green Beans are climbing again due to weather in the east. Cabbage may be a problem with the freezing happening in the south. Specialty Tomatoes like Sunbursts and Juno Bites are a treat! Give them a try!
- 7. CITRUS:** We have a bountiful harvest of yummy Citrus ready to go! Cara Caras, Satsumas, Sunburst Tangerines, Ugli Fruit, Oro Blancos, Heirlooms, Minneolas and more! Come and get 'em! California Navel Oranges are here in all packs and sizes!! They look and taste great.
- 8. BLUEBERRIES, BLACKBERRIES AND RASPBERRIES:** Import Blueberries remain steady. Blackberries are in good supply. Raspberry supplies remain limited; market is up.
- 9. WEST COAST VEGGIES:** Supplies are good for most Leaf items. Cauliflower and Broccoli supplies have decreased, keeping markets strong. Lettuce prices are expected to increase this week as well. Spinach and Spinach salads will become scarce during the next few weeks.
- 10. ONIONS, POTATOES AND SWEET POTATOES:** ONIONS: Sweet Onions continue to be a consumer favorite—so check out our Premium Sweets from Peru and our valued Sweets out of the Northwest. Premium 40# Red and White Onions from Nevada are gorgeous—and we'll soon offer Mexican Sweets. POTATOES: Yellow Potato trends are going strong. We've got great looking Yukon Gold and Klondike Goldust; order now! SWEET POTATOES: Georgia Yams continue to look and taste great. California Sweets and Red Garnets are at the high end of the Sweet Potato category—and worth it!



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