

FEBRUARY 7, 2018



fresher

Weekly
TOP
10



Tim's Top 10 Merchandising Tips

BY TIM PETERSON

Execute your Valentine's Day merchandising plans now – sales should start Saturday the 10th and go strong Sunday through Wednesday. Continue with your winter sets through

March. Push sales with Strawberries, Asparagus, Clementines, Pint Blueberries, Oranges, Apples, Grapefruit and Pears. Add Asparagus displays, Sumo Mandarins, Honeybells, Peaches, Nectarines, Plums and Ugli Fruit. Be aggressive with Grapes, Honeycrisp, Berries, Melons, Salads, Tomatoes, Pineapples (cored too), Potatoes and Onions. This is a great time for deep cleaning.

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

Valentine's Day Merchandising:

- 1. VALENTINE'S DAY (Tuesday, February 14th):** Push sales with **Strawberries and Asparagus displays.** This holiday can bring huge sales for the floral department. **Expect strong sales Saturday, Sunday, Monday, Tuesday and Wednesday!** Displays should include lots of red Roses, singles, half dozen and dozens. Include Rose and Carnation bud vases, Fresh Bouquets, Blooming Plants and Balloons. Increase sales by including Valentine's Day themed plastic picks or mini Mylar balloons on all floral products.
- 2. STRAWBERRIES & VARIETY BERRIES (include Organic):** **Strawberries always do well for Valentine's Day, so expand these.** Tie in Pint Blueberries, Raspberries and Blackberries. Displays should remain up front in the lead rack position.

Add:

- 3. SUMO MANDARINS AND HONEYBELLS:** **Make sure to add Sumo Mandarins! They're a newer variety that are only available for a few months; they're as sweet as candy! Also add Honeybells to your mix, they're a sweet Minneola Tangelo from Florida.** These display great on their own, and with other Citrus or in your tropical sections.
- 4. CHILEAN SOFT FRUIT:** Add Lemon Plums and Black Plums. Cut these in sparingly (one case at a time), there's no comparison to summer sales. **Think \$ profit, not % markup and you'll sell more.** Display Soft Fruit on its own or with Tropical. Make sure to tie in Kiwi, Mangos and Bartlett Pears.

Ideas for Tables:

- 5. TABLE DISPLAYS:** **What should you display on your tables?** If they're refrigerated, try Strawberries, Blueberries, Variety Berries, Grapes and Cut Fruit and Vegetables. For non-refrigerated tables, be aggressive with Sumos, Honeybells, 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.

Push Sales With:

- 6. CLEMENTINES, NAVEL ORANGES:** **Push for sales now – peak sales are here.** Merchandise these on their own or tied in with Hard Fruit. **Good quality and strong demand on Navels – so expand your 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.**
- 7. 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.
- 8. GRAPEFRUIT:** **Keep pushing for sales with both Texas and Florida Grapefruit!** Also in stock are Ugli Fruit, White Grapefruit, Pummelos and Oro Blancos. Display these on their own, or tied in with Citrus or Hard Fruit.
- 9. BARTLETTS:** **Strong demand as we transition into Chilean fruit soon.** Tie in Anjou, Red, and Bosc. These look great on their own or with Hard Fruit.
- 10. APPLES:** **Be aggressive with Honeycrisp; by far the market leader.** Besides the basics, make sure to sell Grapples, Kiku, Ambrosia, Envy, Jazz and Kanzi. Display Apples with Hard Fruit.

Buyers' Top 10



- 1. MELONS:** Mags, Cantaloupe, Honeydew, Watermelon... come and get 'em!
- 2. GRAPES:** We've transitioned into South American Grapes. Markets have started to come down as volume increases. It's a great time to promote!
- 3. APPLES AND PEARS:** We'll continue to carry Michigan and Nova Scotian Honeycrisp and Macintosh well into the winter. Washington Apples and Pears are going strong; with all varieties now available. Quality is outstanding!
- 4. STRAWBERRIES:** Mexico and Florida have product. Market is down and quality is good!
- 5. ORGANIC PRODUCE:** Supplies are good, although Spinach products will be very tight during the next few weeks.
- 6. GREEN PEPPERS, CUCUMBERS AND SQUASH:** All arriving from Mexico. Sweet Corn market is steady and Green Bean market is easing up. Specialty Tomatoes like Sunbursts and Juno Bites are a treat! We are now carrying the Nature Sweet Constellations. Give them a try!
- 7. CITRUS:** We have a bountiful harvest of yummy Citrus ready to go! Honeybells are here! Florida Grapefruit, Clementines, Cara Caras, Honey Tangerines, Ugli Fruit, Pummelos, Heirlooms, Minneolas and more! Come and get 'em! California Navel Oranges are here in all packs and sizes INCLUDING BINS!! They look and taste great.
- 8. BLUEBERRIES, BLACKBERRIES AND RASPBERRIES:** Import Blueberries remain steady. Blackberries are in good supply. Raspberries remain limited; market is up.
- 9. WEST COAST VEG:** Supplies are good for all commodities—except Spinach and Spinach salads. Expect a few shorts on those items. Asparagus has started up out of Mexico, market is down!
- 10. ONIONS, POTATOES AND SWEET POTATOES:** ONIONS: Sweet Onions are all the rage and we're pleased to announce that Mexican Sweets 40# will debut this week! Premium 40# Red and White Onions from Nevada are gorgeous! 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. We offer #1 Yams as well as value-priced medium Yams. California Sweets and Red Garnets are at the high end of the Sweet Potato category—and worth it!



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.



For the freshest fruits and vegetables, insights, news and buys, contact your

H. Brooks salesperson now!

tel 651-635-0126

fax 651-746-2210

