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Tim's Top 10 Merchandising Tips

BY TIM PETERSON

Fourth of July sales are here – this is your busiest sales week of the year! Think top five! More than 50% of your summer sales come from these five categories: 1) Cherries, 2) Soft Fruit, 3) Berries, 4) Grapes, 5) Melons (whole and cuts), so be very aggressive here through Labor Day. Expand Pint Blueberries, Corn, Athena Melons, Cantaloupe, Cut Fruit and Vegetables. **Move Cantaloupe to a table display through the summer.** Push sales with Strawberries, Variety Berries, Vidalia Onions, Beans, Brussels Sprouts, B-Red Potatoes, Asparagus, Import Clementines, Import Navel Oranges, Apples, Grapefruit and Pears. Be aggressive with Pineapple, Salads, Tomatoes, Peppers and Potatoes.



Get Ready for July 4th!

Save time and labor with our great tasting Fresh Cut Fruit and Vegetables!

1. **GRILLERS, KABOBS, SEASONED VEGETABLES, AND FRESH SALSAS:** Summer's here and we've got the perfect items for grilling and snacking. Made fresh daily, we offer Grillers, Kabobs, Seasoned Vegetables, and fresh Salsas and Guacamole. **Ask your salesperson for details.** These display well on their own or tied in with Fresh Cut Vegetable sections.

Expand:

2. **WASHINGTON CHERRIES:** Push for sales now, Cherries always do well for the 4th! Also available are Rainier Cherries and Organic. Merchandise these on their own or next to Grapes or Berries.
3. **PINT BLUEBERRIES:** Another 4th of July favorite, expand Blueberries to equal the size of Strawberries. Display these on their own or tied in with Berry displays.
4. **SOFT FRUIT:** Expand your displays; this can be your highest volume category through Labor Day! Include Pluots, Peaches, Nectarines, Apricots, Red and Black Plums, White Flesh (low acid) Peaches and Nectarines. **Single layer Peaches and Nectarines are in stock.** Soft Fruit displays best on its own on non-refrigerated tables. (Remember the "killing zone" is from 36 to 50 degrees.) **If possible, tie-in Kiwi, Mangos and Packum Pears!**
5. **ATHENA MELONS:** Always a summer favorite – make sure to cut these in! These display great on their own or tied in with Melons.
6. **WHOLE WATERMELONS, CANTALOUPE, KISS MELONS, PERSONAL-SIZE MELONS AND HONEYDEW:** Even though markets are high, be aggressive with Whole Watermelons; peak sales are here. Display these up front in a high traffic area. Keep pushing for sales with Cantaloupe, Personal Size Watermelons and Honeydew.
7. **GRAPES (include Organic):** Grapes are a big ring for the 4th; so sell, sell, sell! Better sizing, quality and demand. Displays should remain up front in a lead rack position.

Push Sales With:

8. **SWEET CORN AND HIGH IMPULSE VEGETABLES:** Corn is huge for the 4th, so push for sales now. Tray up most Corn and bag up most Beans, Brussels Sprouts, and Sugar Snaps – you'll sell more. Display with Vidalia Onions, Asparagus, Artichokes, B-Reds and Colored Peppers.
9. **BERRIES, BERRIES, BERRIES (include Organic):** Expand your displays; peak sales are here. Tie in Pint Blueberries, Raspberries and Blackberries. Displays should remain up front in the lead rack position.
10. **CUT WATERMELON, PARTY PLATTERS, CUT FRUIT AND VEGETABLES:** Peak sales are here; so expand your displays. Cut Melons should expand by four times their winter size. **This is a great ring.** Display these up front near Cut Fruit sections. Also expand Fresh Cut Fruit and Vegetables through summer. **To save labor, try our Fresh Cut and Wrapped Watermelons, along with our TasteBuds Brand Fresh Cut Fruit and Vegetables!**

Buyers' Top 10

1. **MELONS:** We've got mouthwatering Watermelons—including bin 60s, 45s and Personals. Cantaloupe and Honeydew are going strong. Also available are delicious Athenas and mini Kiss Melons!
2. **GRAPES:** Mexican Grapes are going strong with good quality. Expect prices to stay strong with demand exceeding supplies. California Grapes from Coachella have started, but will be very limited this year.
3. **SOFT FRUIT:** California Soft Fruit is going strong with Apricots, Cherries, Nectarines, Peaches, Plums and Pluots! Washington Cherries are also now available.
4. **STRAWBERRIES:** Strawberry supplies are expected to tighten up a bit this week. But, still good promotional opportunities!
5. **ORGANIC PRODUCE:** Supplies are good on most items. Expect some shorts on Organic Celery and Hearts.
6. **GREEN PEPPERS, CUCUMBERS AND SQUASH:** Sweet Corn is very fresh, so stock up! Green Beans will be arriving from Georgia. Peppers, Cukes and Squash are steady. Specialty Tomatoes like Sangrias and Juno Bites are a treat! We're now carrying Nature Sweet Cherubs in the 12/18oz size as well as 15/10.5oz. Give them a try!
7. **CITRUS:** Valencia Oranges, Lemons and Grapefruit continue in California. Try our Valencia Organic and Juice Oranges! Import Navels from South Africa have started and are delicious! Peruvian 15/2# Mandarin Bags are available too.
8. **BLUEBERRIES, BLACKBERRIES AND RASPBERRIES:** The Blueberry market will start improving as new areas get underway. Blackberry prices are up since the Mexican season is nearly finished. Expect tighter Raspberry supplies and a market increase.
9. **WESTCOAST VEG:** Broccoli, Cauliflower and Leaf supplies are good, but Lettuce remains in short supply. Asparagus starts out of Mexico this week with 11/1lb cartons.
10. **ONIONS, POTATOES AND SWEET POTATOES:** ONIONS: Vidalias are leading the Sweet Onion pack. Next week we'll add sweet Walla Wallas! Choose from these convenient sizes: 40# Box, 12/3# Ultra Bag (Vidalia Only), as well Organic Vidalia 40# and 12/3# Ultra Bag. Most Onions are coming out of New Mexico, Central California, Georgia and Washington. POTATOES: New Crop Organic Potatoes are all in stock. Only weeks left for Florida 50# B-Sized Red Potatoes; then we'll transition into New Crop California. Baker Potatoes prices are increasing as we enter into storage supplies. SWEET POTATOES: We're offering #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! We're also stocking 12/3# Organic Sweet Potatoes.



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