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# fresher

## Tim's Top 10 Merchandising Tips

BY TIM PETERSON

**Remain aggressive through Labor Day – this is still your busiest sales quarter of the year!**

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 through Labor Day. **Local Sweet Corn is going strong – so be aggressive with your displays now.** Push sales with Blueberries, Athena and Superstar Melons, Cantaloupe, Party Platters, Cut Fruit and Vegetables, Strawberries, Variety Berries, Sweet Onions, Beans, Brussels Sprouts, B-Red Potatoes, Asparagus, Honeycrisp, Import Clementines, Import Navel Oranges, Apples, Grapefruit and Pears. Go big with Pineapple (including cored), Salads, Tomatoes, Peppers and Potatoes.

**Start taking high resolution pictures of your Minnesota Grown products and make sure to enter our contest.**

**For Minnesota Grown kits, go to <https://minnesotagrown.com/members-retailers/order-promotional-items-form>, or call Karen at 651-201-6140.**

1. **LOCALLY GROWN:** Corn along with many locally grown items are in stock, make sure to cut them in and clearly sign as "Local". This includes: Corn (bulk and 4-pack trays), Green Peppers, several varieties of Hot Peppers, Beans, Dill, Cabbage, Red and White Radishes, Zucchini and Yellow Squash, Eggplant, Beets, Kohlrabi, plus Green and Tuscan Kale.

#### Add:

2. **LOCAL SWEET CORN AND HIGH IMPULSE VEGETABLES:** Local product is in stock and going strong, so make sure to add it to your displays now! To maximize sales, tray-up at least half of your Corn (use pouch bags if possible) and bag up most of Beans! Display with Tomatoes, Asparagus, Sugar Snaps (bag up the majority), Sweet Onions, B-Red Potatoes, Brussels Sprouts (bag up the majority) and Colored Peppers. Merchandise these up front in a high traffic area.
3. **IMPORT NAVELS AND CLEMENTINES:** These are a nice ring – go, go, go! In stock are 2lb and 3lb Import Clementines, 3lb and Bulk Navel. These display great alone, or tied in with Citrus or Hard Fruit.

#### New:

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

#### Push Sales With:

5. **WASHINGTON CHERRIES (include Organic):** This season is winding down very fast, keep pushing sales as long as supplies last. Merchandise these on their own or next to Grapes or Berries.
6. **SOFT FRUIT:** Remain aggressive with your displays; this can be your highest volume category through Labor Day! Include Pluots, Peaches, Nectarines, Apricots, Plums, White Flesh (low acid) Peaches and Nectarines. **Moonlight single layer Peaches and Nectarines are in stock – come and get 'em.** 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 Bartlett Pears, Kiwi and Mangos.**
7. **BERRIES, BERRIES, BERRIES (include Organic):** Blueberries should be equal the size of your Strawberry displays. Tie in Raspberries and Blackberries. Displays should remain up front in the lead rack position.
8. **GRAPES (include Organic):** Pretty Lady Grapes and Sugar Crunch Grapes are in stock, make sure to cut these in. Grapes are a huge category all summer long; so sell, sell, sell! Displays should remain up front in a lead rack position.
9. **WHOLE WATERMELONS, ATHENA MELONS, SUPERSTAR MUSKMELONS, CANTALOUPE, KISS MELONS, PERSONAL-SIZE MELONS AND HONEYDEW:** Be aggressive with Whole Watermelons; peak sales are here. Display these up front in a high traffic area. Keep pushing for sales with Athena Melons (they're looking great), Cantaloupe, Kiss Melons, Personal Size Watermelons and Honeydew.
10. **CUT WATERMELON, PARTY PLATTERS, CUT FRUIT AND VEGETABLES:** Peak sales are here; so remain aggressive with your displays. 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! Give our newest item a try! It's a sliced, quartered Watermelon; display with Cut Melons!

# Buyers' Top 10

1. **MELONS:** Stock up on sweet, juicy and sensational Watermelons, Personals too! California Cantaloupe and Honeydew are going strong — give them a try! Also available are spectacular Athenas and all varieties of our famous Kiss Melons!! Next in are Bin Superstar Muskmelons from South Dakota.
2. **GRAPES:** Our Central California Grapes look and taste great; plus, luscious, larger sizes are arriving daily. Promote Grapes now!
3. **SOFT FRUIT:** California Soft Fruit is going strong with Nectarines, Peaches, Plums and Pluots! We also have beautiful Colorado Peaches.
4. **STRAWBERRIES:** Strawberry supplies are good, but many shippers are still struggling with bruising and quality issues.
5. **ORGANIC PRODUCE:** Good supply, although expect some shorts on Organic Spinach.
6. **HOMEGROWN AND TOMATOES:** Homegrown Roma Tomatoes, Sweet Corn, Cabbage, Green Beans, Peppers, Eggplant, Kohlrabi and Summer Squash are here! Specialty Tomatoes like Sangrias and Juno Bites are amazing! Plus, we've got Nature Sweet Cherubs in the 12/18oz size and Constellations in the 12/16.5 size. Give them a try!
7. **CITRUS:** Lemons remain snug with high markets. Navel Oranges are imports, while Lemons and Grapefruit continue in California. We have delicious 10/3#, 15/2# Clementines and Daisy Mandarins! Australian Navels, Minneolas, Grapefruit too! Next up Cara Caras.
8. **BLUEBERRIES, BLACKBERRIES AND RASPBERRIES:** The Blueberry market is winding down on pints. We will be switching to the 6oz in about 2-3 weeks. Blackberry volume is a bit better. Raspberry supplies are on the lighter side.
9. **WESTCOAST VEG:** Supplies on most everything are very good, with excellent promotional opportunities. Broccoli supplies have tightened—so we will see higher markets.
10. **ONIONS, POTATOES AND SWEET POTATOES:** Vidalias will be ending soon but California Panoches, Washington Walla Wallas and (coming soon Peruvian Sweets) will keep the category strong. POTATOES: The Little Potato Company line will be changing packs as well as adding new varieties, so keep an eye on this exciting, growth category. SWEET POTATOES: Our 40lb Yams continue to be a nice staple item. 40lb California Sweet Potatoes and Red Garnetts are transitioning into new crop.



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