

Holiday Merchandising

Holiday meals are a key part of the celebration and fresh produce is at the center of it all.



Because fresh produce during the holiday season is in high demand, is profitable, and product is bulky, it will require extra room for added sales. Prior proper planning will help to produce an aggressive holiday-themed merchandising plan.

The produce department is the **LAST STOP** on holiday plans. Customers flood into the store with mere days and even hours to spare!



Must-Have Vegetables



Green onions, parsley, celery, carrots, tomatoes, squash, mushrooms will be in high demand. Widen your inventory by staying at least one day ahead on orders. Side dish vegetables such as **potatoes, green beans, carrots, sweet potatoes** will require spillover or larger secondary display space to accommodate for the demand. **Cucumbers, radishes** and **tomato** displays should be expanded, as well.

Must-Have Fruit

Fresh fruit such as **berries, cranberries, melons** and **apples** for desserts, **citrus** for libations or zest, **mangoes, kiwi, and pineapple** will provide increased sales, especially if they are on an added display space.

Herbs & Specialty Produce

Sales spike when **poultry blends, sage, savory and thyme, tarragon, chives, mint, and basil** are added to your holiday sets. Stay ahead when ordering herbs to minimize out-of-stocks. Specialties increase gourmet touches and visual appeal.

Miscellaneous Added Sales

Value-added items such as **salads** and **other vegetables** will move exceptionally well during the holidays. Incremental sales will increase with **dry package dips, refrigerated dressings, fruit and vegetable trays,** and **fruit baskets.** **In-shell nuts** and **glazed candied fruit** remain popular holiday items.



Indianapolis Fruit
Distributors of Fruits
Vegetables & Floral



INDYFRUIT.COM

4501 MASSACHUSETTS AVE |

INDIANAPOLIS, IN 46218 |

317-546-2425