

IN *Cider* EDITION

AUTUMN 2018

Early October is the best time to focus on fall essentials.

Stores that put out displays earlier in the season capture more sales because they appeal toward the excitement of the changing seasons.

Cross-merchandising apple cider with other fall essentials evokes spontaneous sales.

Autumn-themed florals and ornamental pumpkins draw extra attention to apple cider displays and help you sell

more of each product.

Shelf-stable or iced apple cider and caramel apple dips and kits are items families use at the same time they are decorating for fall, hosting fall parties or carving pumpkins.

Apples, ginger snap cookies, pumpkin carving kits, pumpkin painting kits, candy corn and hardy mums all sell well with apple cider.

ZEIGLER'S



AUTUMN HARVEST
Gallon #20961
Half Gal \$20962

HONEYCRISP BLEND
Gallon
#20960

GALA BLEND
Gallon
#20959

OLD FASHIONED
Gallon #14782
Half Gal \$12846

FARMSTAND
Half Gallon
#18186

SPICED
Half Gallon
#18186

CRANBERRY
Half Gallon
#18186

POMEGRANATE
Half Gallon
#18186

FOWLER FARMS

OMENA ORGANICS



NY APPLE CIDER
Gallon #8280
Half Gallon #8279
16oz #8281

SWEETANGO
Half Gallon
#13031



ORGANIC APPLE CIDER
32oz
#20763



MELISSA'S MULLING SPICE
#14167

SPICE UP YOUR CIDER INVENTORY

Are you an Indy Fruit incider?

Offering multiple sizes and flavors of apple cider will interest more shoppers and increase your bottom dollar. Contact your Indy Fruit sales rep to order apple cider for your department this fall.

DID YOU KNOW?

It takes about 36 apples to make one gallon of the apple cider.

Cider is raw apple juice made from pressed apples that hasn't been filtered to remove pulp or sediment. It's opaque and highly perishable. Apple juice, on the other hand, has been carefully filtered and pasteurized for a longer shelf life.



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