

Retail Backroom



Handle Chiquita bananas in a way that maximizes product quality and shelf life.

- Take bananas off truck first
- Handle pallets carefully



Store boxes off the floor in a cool, humid area.

- Air temperature between 56° - 58°F
- Humidity levels between 90% - 95%
- No hot or cold air drafts



Record quality inspections on incoming invoice when fruit arrives.

- Check and record source country on side of box



Record quality inspections on incoming invoice when fruit arrives.

- Check and record farm code located on box top



Check the pulp temperature of the fruit when it arrives.

- Should be between 58° - 60°F



Cross-stack and ventilate the boxes.

- Never more than 4 high to avoid crushing fruit
- Provides air circulation for even ripening



Order the right amount of Chiquita bananas to meet demand and minimize shrink.

- Just-in-time inventory



Check fruit color and ripeness when it arrives.

- Fruit should never arrive less than color 4
- Color 5-6 bananas are ready for display



Select the ripest bananas for display first.

- Take color 5-6 bananas to the sales floor first
- Handle carefully to maximize quality and shelf life



Always maintain a full display on the retail sales floor.

- Handle fruit by the crown only
- Keep displays at least 2/3 full at all times
- Use padded display surface to protect fruit

Merchandising & Sales Floor Execution



Make your primary display of Chiquita bananas the focal point of your produce department.

- Position it in highest possible traffic location
- Should be visible from all traffic flow areas
- Never in hot or cold air drafts



Stock display with color 5-6 to satisfy consumer wants.

- Direct overhead lighting maximizes visual appeal



Use Chiquita banana signs to leverage consumer preference.

- Place at least one branded Chiquita sign on each display
- Integrate Chiquita with your store's positioning statement
- All displays must have legible price sign in place



Allocate right amount of shelf space for Chiquita bananas.

- Use display size model to determine optimum square footage
- Size should be adjustable for peak sales periods



Address primary Chiquita banana display needs first.

- Stock single layer, crowns up, labels forward
- Minimum 2/3 full during peak sales periods
- Use padded display surface to protect fruit



Continually maintain a clean, fresh Chiquita banana display.

- Carefully handle fruit by the crown only
- Rotate oldest fruit to the highest sales area of the display



Continually maintain a clean, fresh Chiquita banana display.

- Immediately remove all fruit not fit for sale
- Product turns should occur within 7 hours or less



Use Chiquita banana boxes to make an attractive floor display.

- Angle a full box inside an empty box lid



Well-placed secondary displays generate incremental sales.

- Locate in high traffic areas outside the produce department
- Should be at least 15% of current primary display size
- All other RPM Best Practices apply



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