



Indianapolis
Fruit®

SUMMER
MERCHANDISING

MUST-HAVE SUMMER FRUIT



Strawberries - #4138 Cantaloupe - #3007
 Blueberries - #4123 Honeydew - #2968
 Raspberries - #4129 Peaches - #3745
 Blackberries - #4119 Nectarines - #3697
 Black Grapes - #10829 Plums - #3191
 Green Grapes - #9452 Pluots - #11663
 Red Grapes - #209 Apricots - #4695
 Watermelon - #5335 Cherries - #17971

MUST-HAVE SUMMER VEGETABLES

Tomatoes - #173 Cucumbers - #156
 Eggplant - #2901 Beets - #683
 Mushrooms - #2166 Red Bell Peppers - #245
 Zucchini - #3234 Orange Bell Peppers - #244
 Carrots - #8627 Yellow Bell Peppers - #239
 Corn - #2891 Green Bell Peppers - #19914
 Radishes - #2920 Stoplight Peppers - #13442
 Asparagus - #4257 Tomatillo - #1479
 Chard - #779 Green Beans - #2853



hint®
 DRINK WATER, NOT SUGAR®

- zero diet sweeteners
- zero preservatives
- vegan
- gluten-free
- non-gmo
- all natural

Item Size: 16 oz / 12 ct





Summer is synonymous with fresh produce. It's a time when fruits and vegetables are in abundance and sales soar in produce departments, thanks in part to summer holidays, barbeques, and picnics.

Tie-ins and Cross Merchandising

Tie-ins can help move fruit. Items such as crepes, dips, glazes, dressings, sauces, oils, spices, and seasonings help spark consumer creativity and boost impulse buying. If promoted properly, fruit tie-ins can be used as a tool to help boost produce sales, especially sales that might not ordinarily occur without them.



Cross Merchandising Non-Produce

Carrying non-produce and companion items in the produce department offers many benefits. When you display complementary products together with a particular fruit, it can drive additional revenue for your store. Non-produce items also add interest and variety to the department. Retailers also benefit because companion items have longer shelf life with little or no shrink exposure.



Large store signage



Customizable program signage



Guide books



Meet the Grower profiles



Custom recipe sheets

Signage and POS Materials

Shoppers respond to inspiration - recipe cards, info cards, sell sheets, sale signs, posters, and banners. POS displays and signage catch the shopper's eye and serve as a reminder for pairings.

Shoppers can learn more about a particular product's nutritional benefits or flavor profile before ever purchasing the item. This drives more buying confidence.

Meet the Grower Pages are helpful for promoting Locally Grown produce items by connecting your customers to the farm and farmers that cultivated the products.

Use point-of-sale materials, sell sheets, and info cards to drum up additional engagement and activity. One key to creating a good aesthetic is having a great visual appearance.



3x5 info cards



Custom sizing for signage

Merchandising Avocados

Summer is the strongest quarter of the year for avocado sales. Gear up for the American summer holidays with patriotic merchandising. It's also helpful to cross-merchandise with other local and seasonal produce to boost your overall basket size.

Picnic and barbeque-themed examples could include guacamole with roasted corn, avocado slices on a burger, and avocado as an ingredient in traditional cool, creamy summer salads.

Educate your produce personnel on a store level. Implement display contests during the summer holidays. Make sure conditioned avocados are clearly marked.



Merchandising Melons

Melons are a critical category for growing overall sales.

Offer mini watermelons next to traditional melons to pull more consumers to this category. Retailers can place value-added melons in multiple locations to capture incremental sales and impulse purchases all year long.

Providing precut options is a visually appealing way to show customers the quality of the fruit and sell a smaller portion.

For the summer months, it's best to buy bins of melons. This gives a market feel to summer melons. Place these bins in different areas inside and outside of the department to maximize sales.



Harvest the Excitement

As a retailer, you are always looking for more ways to get the consumer to buy produce. A great way to offer something new is to have an outdoor sidewalk sale or farmer's-market-style tent sale in front of your store. Create some excitement by offering fresh produce before your customers even step into your store.

Capitalize on the Season

In the summer season, heavily market fresh succulent fruits such as watermelon, cantaloupe, and soft fruit. Add in features such as lemonade stands and food sampling areas.

When the weather is too poor for outdoor sales, bring your displays into the front of your store. Indoor tent sales have proven to yield even more sales than outdoor tent sales, simply because it's new, exciting, and different. Cross-merchandise items from other departments for

Tools of the Trade

One key to creating a good aesthetic is to have a great visual appearance of your products. Think colorfully and arrange your items in a way that will catch your consumer's eyes. Mix up the colors between products and be creative. Incorporate decorations, home decor, and props such as wooden crates, wooden pallets, bushel baskets, burlap fabric, and more. Give your bushel baskets an inviting feel by using a doorstopper underneath, making the baskets angled towards the consumer.

Remember to Advertise

Send a card to regular customers ahead of the event. Get the word out through social media by creating a facebook event and invite local friends and consumers. Spread awareness through local word-of-mouth and leave flyers around town where applicable. Work with other businesses in your town to cross-promote each other's events.