



Indianapolis
Fruit®



WINTER
MERCHANDISING



**CAPITALIZE ON HOLIDAY
SALES BY CONTINUOUSLY
PROMOTING**
seasonal staples.



Warm Up WITH **COMFORT FOOD**

When winter temperatures are miserably cold, hearty dishes are what the mind and body crave. Soups and stews are a great opportunity for retailers to move multiple varieties of winter commodities.

Garden Cut stew mixes, stuffing mixes, and diced produce are a great way to entice time-pressed shoppers looking for something fulfilling for dinner.

Excite your customers about new potato items; rainbow fingerling potatoes, rose gold potatoes and pre-wrapped bakers add color and variety to the potato category. Merchandise with butter, sour cream, cheese, and bacon to encourage impulse sales.

Pair onions with other root vegetables for stocks and stew starters or roasted sides.

DARK LEAFY GREENS



Winter holidays are a good time to capitalize on the health aspect of greens. Dark, leafy greens are a big part of holiday meals. It's important to ensure your shelves are stocked and multiple varieties are available.

STAPLES

- Kale
- Microgreens
- Collard Greens
- Spinach
- Cabbage
- Watercress
- Romaine
- Chard
- Arugula
- Endive
- Bok Choy

Full of Nutrients
Energy Booster
Weight Loss Aid
Disease Prevention Tool
Immune System Booster

The Benefits of Juicing

Winter is the prime time to merchandise juicing staples. Consumers are looking for options to keep them healthy throughout the season.

- Lemon
- Carrot
- Navel
- Kale
- Mango
- Grapefruit
- Cucumber
- Spinach





CITRUS ADDS *color and aroma*

to the winter produce department. Make citrus the first thing consumers see during peak season.

Eye-catching displays will increase impulse sales. Add lemons and limes in your citrus displays; they add a useful color break.

Don't let the need to peel or juice keep consumers from buying citrus. Include citrus peelers, juicers and zesters alongside oranges and specialty citrus.

Keep children in mind and offer smaller sizes of citrus, like easy-peel clementine varieties, to encourage putting them in their lunch box. Keep your shelves stocked when they are in peak season. Offer bags or boxes of the sweet treat.

Health-conscious consumers love citrus because they offer plenty of health benefits while being tasty and refreshing. Play up citrus' health benefits in ads and promotions.



PROMOTING COLD AND FLU FIGHTERS

Winter is notorious for its cold and flu season and consuming citrus fruits can be an effective weapon in fighting bugs and viruses.

The **VITAMIN C** found in navels, cara-cara oranges, kiwi, and other citrus fruit will be a sight for itchy, watery eyes once winter is in full force. Display multiple citrus varieties prominently at the front of the department.

Try cross-merchandising citrus next to cold and flu medications in the pharmacy, this way you can capitalize on consumers looking for natural remedies. It's also useful to have multiple displays within both departments.

THE AVERAGE
AMERICAN CONSUMES
2.7 GALLONS OF
ORANGE JUICE A YEAR,
MAKING IT THE MOST
CONSUMED JUICE.



WINTER HOLIDAYS

CHRISTMAS (12/25)

NEW YEAR'S EVE (12/31)

SUPER BOWL SUNDAY (2/3)

NATIONAL HEART
HEALTH MONTH (FEB)

VALENTINE'S DAY (2/14)



IT'S ALL ABOUT COLOR

Add bold and bright colors to the front of your department and leave the rest to the side.

Color pops and draws attention on dreary and gray winter days.

Create colorful produce displays that utilize a bright array of winter root vegetables; red, gold and striped beets, an assortment of colored carrots, turnips, kohlrabi, and specialty radishes.

EDIBLE HOLIDAY ARRANGEMENTS

make creative displays. It inspires consumers to incorporate vegetables and fruits into their holiday décor.

Collaborate with the floral department to create artful holiday veggie arrangements utilizing the contrasting shapes and colors of the season; French breakfast radishes, white daikon radishes, romanesco cauliflower and cranberries make for a truly unique holiday centerpiece.

HEALTHY START TO A NEW YEAR

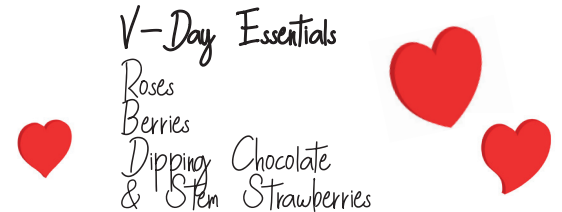
Colorful graphic displays give retailers an opportunity to convey the health message. Share benefits of eating healthy in print ads, social media pages and inside the store.

Introduce healthy alternatives that showcase simple fresh ideas that can easily be executed by anyone. Use POS to suggest substituting butter with mashed avocado on toast; spaghetti squash in place of pasta; and cabbage leaves as a wrap instead of a hamburger bun.



WE <3 FEBRUARY

February is National Heart Health Month and Idaho potatoes are the only potatoes certified by the American Heart Association as a heart-healthy food. Display heart healthy favorites fit for a romantic Valentine's Day dinner at home.



THE BOTTOM LINE

PROPER POSITION + HIGH QUALITY PRODUCT + VALUE = SALES

Use educational POS information to show consumers how to **CHOOSE, EAT, AND STORE** their fruit to help sell your inventory. Print ads are another great tool for getting commodities to the attention of consumers.

PRODUCT INDEX

NAME, SECTION, INDY FRUIT ITEM NUMBER

Arugula.....Leafy Greens.....#8993
Avocado.....New Year.....#4117
Banana.....Seasonal Staples.....#9866
Beet, Gold.....Color.....#4851
Beet, Red.....Color.....#683
Beet, Striped.....Color.....#6073
Berries.....<3.....#19003
Bok Choy.....Leafy Greens.....#4358
Broccoli.....Seasonal Staples.....#4266
Cabbage.....Leafy Greens, New Year.....#4423
Carrot, Colored.....Color.....#8986
Carrot, Juicing.....Juicing.....#700
Cauliflower.....Edible Arrangements.....#2633
Chard.....Leafy Greens.....#714
Chocolate, Dipping.....<3.....#552
Collard Greens.....Leafy Greens.....#4427
Cranberries.....Edible Arrangements.....#728
Cucumber, Juicing.....Juicing.....#731
Endive.....Leafy Greens.....#1481

Fig.....Seasonal Staples.....#1683
Ginger Root.....Seasonal Staples.....#757
Grapefruit, Juicing.....Juicing.....#2936
Kale.....Leafy Greens, Juicing.....#2924
Kiwi.....Seasonal Staples, Cold & Flu.....#789
Kohlrabi.....Color.....#4283
Lemon.....Seasonal Staples, Color & Aroma.....#2977
Lemon, Juicing.....Juicing.....#19218
Lime.....Seasonal Staples, Color & Aroma.....#2998
Mango, Juicing.....Juicing.....#1685
Microgreens.....Leafy Greens.....#9013
Navel, Juicing.....Juicing.....#19219
Onion & Celery Blend, Garden Cut.....Comfort Food.....#8442
Orange, Blood.....Seasonal Staples.....#6541
Orange, Cara-Cara.....Cold & Flu.....#3092
Orange, Clementine.....Seasonal Staples, Color & Aroma.....#1223
Orange, Navel.....Cold & Flu.....#3052
Persimmon, Fuyu.....Seasonal Staples.....#3247
Pomegranate.....Seasonal Staples.....#3252

Potato, Idaho.....<3.....#3665
Potato, Pre-wrapped Baked.....Comfort Food.....#230
Potato, Rainbow Fingerling.....Comfort Food.....#16833
Potato, Rose Gold.....Comfort Food.....#20105
Poultry Blend.....Seasonal Staples.....#6932
Radish, French Breakfast.....Edible Arrangements.....#4224
Radish, Red.....Seasonal Staples.....#2919
Radish, White Daikon.....Edible Arrangements.....#738
Romaine.....Leafy Greens.....#808
Romanesco.....Edible Arrangements.....#16816
Roses.....<3...../.....#4902
Spinach.....Leafy Greens, Juicing.....#4304
Squash, Spaghetti.....New Year.....#3224
Stew Mix, Garden Cut.....Comfort Food.....#17721
Strawberries, Stem.....<3.....#958
Stuffing Mix, Garden Cut.....Comfort Food.....#14026
Turnip.....Color.....#990
Watercress.....Leafy Greens.....#2927

