

Arkansas Tomatoes

the *first* homegrown vine ripe tomato of the summer season

Because it is the first to harvest, customer seek out these delicious, juicy tomatoes. Tomatoes are a staple in the majority of households, so there's no need to introduce them to consumers. However, marketing tomatoes well can help boost their sales.

Merchandising Tips

- Place near mozzarella with basil for Caprese Salad.
- Place in the middle of the tomato table with other tomatoes such as Grape Tomatoes, TOV's, Cherub Tomatoes etc.
- Place tomatoes next to avocados as the color contrast creates an eye-catching display.
- Place tomatoes on a free standing table in the meat department to make fun grilling display with hamburger patties, buns, mustard and any other cookout items.
- Do not refrigerate. Tomatoes can be placed in multiple locations in the department since they do not need to be refrigerated.
- Front display would be nice with Pasta, Onions, Peppers and Italian Dressing for a fun Summer salad.
- Only stack two no more than 3 high do not want to damage the product.



ARKANSAS TOMATOES
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