



Indianapolis  
Fruit

FALL  
MERCHANDISING



# FALL PRODUCE ESSENTIALS

## FRUIT



APPLES



AVOCADOS



CRANBERRIES



GRAPES



GUAVA



KEY LIMES



KIWI



KUMQUATS



MISSION FIGS



PASSION FRUIT



PEARS



PERSIMMONS



POMEGRANATES



QUINCES

## VEGETABLES



ACORN SQUASH



ARUGULA



BEETS



BI-COLOR CORN



BELL PEPPERS



BROCCOLI



BUTTERNUT SQUASH



BRUSSEL SPROUTS



CABBAGE



CAULIFLOWER



CELERY



EGGPLANT



HERBS



KALE



MUSHROOMS



ONIONS



PUMPKINS



SPAGHETTI SQUASH



SWEET POTATOES



TURNIPS



ZUCCHINI



STOCK UP ON  
EVERYONE'S FAVORITE  
APPLE COMPLEMENTS!

## CIDER



FOWLER FARMS  
APPLE CIDER



HAPPY APPLES  
APPLE CIDER



ZEIGLER'S  
VARIETAL  
APPLE CIDER



NORTHERN NATURALS  
FRESH ORGANIC  
APPLE CIDER



OMENA ORGANICS  
shelf-Stable  
APPLE CIDER

FALL HOLIDAYS  
BACK to SCHOOL  
HALLOWEEN  
THANKSGIVING





# APPLE PICKIN'

Apples are fall's premier fruit item. Apples offer high volume, a diverse selection, and consistent supply to lead your offerings all season long.

## Color Breaks

Avoid a sea of red by using bagged apples or complementary items like caramel dip to break up the color in your set.

## Sampling

Sampling is a great way to introduce customers to new varieties. To prevent apples from browning in the display, fill a bowl with water, squeeze lemon juice into the water or add ascorbic acid (vitamin C). Cut up apple wedges and let them

soak for around 30 seconds. Allow them to drain before placing onto a sample tray.

## Tote Bags

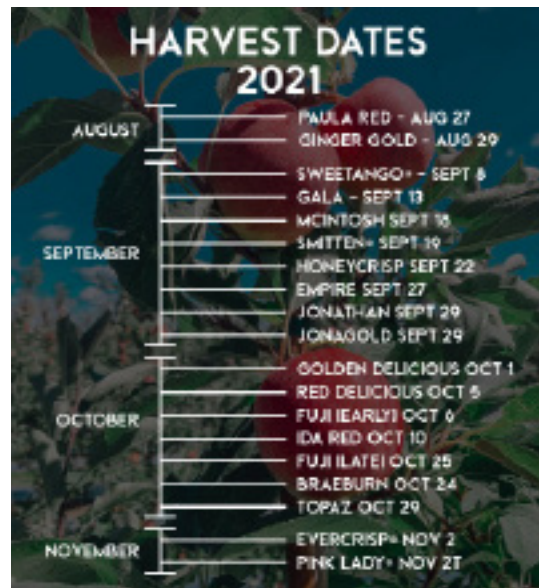
Merchandise bulk apples into pre-packed tote bags to entice your customers to buy seven or eight apples instead of just two or three.

## Create a Destination

Customers will love the experience of picking apples at your “orchard.” Create this space outside the store or in your department by bringing in hay bales, corn stalks, and other fall decorations.



HONEYCRISP  
↓  
KING OF THE CROP  
>FOLLOWED CLOSELY<  
BY THE Gala Apple



# AN *Apple* FOR ALL

Make sure to educate your customers about all the different apple varieties.

Incorporate POS materials into your apple displays to show customers the variety, growing region, and flavor profile.

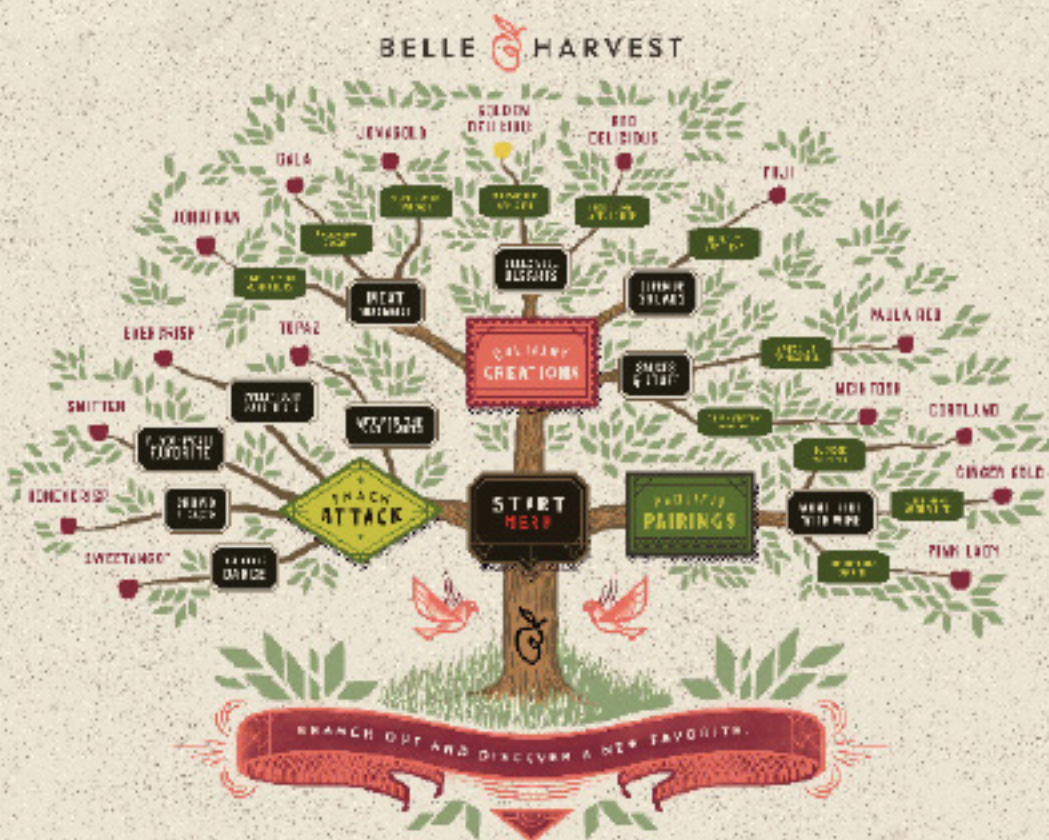
Keep category pricing to just two or three price points:

**Premium & Specialty:**  
Honeycrisp, Sweetango, EverCrisp,  
Smitten, etc.

**Everyday Variety:**  
Gala, Fuji, Granny Smith, etc.

**Discount & Value:**  
Red Delicious, Golden Delicious,  
etc.

This ensures customers shop with their eyes instead of their budget. It will also help the whole category sell more evenly.





# SPOOK-TACULAR SALES

Halloween is prime time for seasonal, specialty fruits. Promote kiwano, blood oranges, jackfruit, rambutans, pomegranates, Buddha's hands, and dragon fruit as special Halloween goodies. Each fruit has its own unique look that is perfect for show-stopping Halloween displays.

Dress up your "Freaky Fruit" displays with ghoulish goblins, cobwebs, jack-o-lanterns, tombstones and anything else that stays within your holiday theme.

Think about contrast and color that will lure customers into the set.

Come October the focus is on pumpkin varieties and pumpkin carving essentials. Shoppers expect to find pumpkins they can turn into jack-o-lanterns all the way until October 31st.

Large ornamental pumpkins don't tend to sell well after Halloween, but pie pumpkins and gourds still move for Thanksgiving decorating through November.



**BUDDHA'S HANDS CITRON**  
SYMBOLIZES happiness,  
LONGEVITY, & GOOD FORTUNE  
IN ASIAN CULTURE.



## GAME TIME

It's time for football! Excite shoppers for football season by displaying game day necessities near the front of your department.

Use a refrigerated table for veggie and fruit trays. Display peanuts and pistachios with one another using shipper displays.

Include recipe cards for chili, dip, and other snacks to inspire impulse purchases.



## Stuffed! THANKSGIVING DISPLAYS

Thanksgiving is all about maximizing sales and profits by building massive, fresh displays. Good planning and strong execution for Thanksgiving will establish your momentum for the entire holiday season.

Be creative in order to encourage impulse sales and maximize profits. Your customers will put a lot of effort into making sure that their Thanksgiving holiday dinner is perfect. Even consumers that "shop around" most of the year prefer to buy all of their ingredients from one store for major cooking holidays.

Focus on high volume Thanksgiving items like sweet potatoes, celery, onions, and cranberries. Make sure to have plenty of these popular dinner table features as well: broccoli, asparagus, brussels sprouts, cauliflower, cabbage, mushrooms, and carrots. Herbs and stuffing ingredients sell best at Thanksgiving, so make sure they are easily seen in the department. Stay stocked up on parsley, rosemary, thyme, sage, and poultry blends.

Providing a mix of value-added items in your displays will bring you more sales. Fewer people are interested in making cooking an all-day affair, and consumers

are looking to save time and ease stress. The top value-added items to display are cut broccoli, cauliflower, and diced onions and celery mixes.

Make sure to include often overlooked fruit items such as grapes, pomegranates, persimmons, and clementines.

