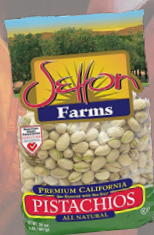


merchandising for

# FOOTBALL SEASON



**SETTON FARMS  
PISTACHIOS  
#20341**



**SETTON FARMS  
JALAPEÑO  
PISTACHIOS  
#20344**



**SETTON FARMS  
GARLIC ONION  
PISTACHIOS  
#20346**



**GARDEN CUT  
12OZ PICO DE GALLO  
#17692**



**WHOLLY GUACAMOLE  
CLASSIC GUACAMOLE  
#15666**



**HAMPTON FARMS  
SALTED PEANUTS  
#7953**



**HAMPTON FARMS  
ROASTED PEANUTS  
#14477**



**MATILDA  
TORTILLA CHIPS  
#8108**



**GARDEN CUT  
2 LB FRUIT TRAY  
WITH DIP  
#12042**



**GARDEN CUT  
28 OZ VEGETABLE TRAY  
WITH DIP  
#12043**



**Indianapolis  
Fruit®**

### MERCHANDISING TIPS

Excite shoppers for football season by displaying game day snacks near the front of your department. Include "Are you ready for football?" signage.

Use a refrigerated table for vegetable and fruit trays and any additional dips.

Stack peanuts and pistachios with one another using shipper displays.

Include recipe cards for chili, dip, and other snacks near your display for inspiration and impulse purchases (see *inset*). Include pre-made party trays and dips, as well.

