

MERCHANDISING

Holiday Fruit Baskets

MANY RETAILERS CHOOSE TO SUPPLEMENT SALES WITH PRE-MADE BASKETS BECAUSE THEY ARE A GREAT LABOR SAVER TO FREE UP THE RETAILERS STAFF DURING THE BUSY HOLIDAY SEASONS.

Produce Business, "Fruit Baskets for Holidays and More"



HOSTESS BASKET
#17166



JUST A TASTE
#13036



FRESH FROM THE ORCHARD
#17165



DELUXE FRUIT BASKET
#17167



MORNING HARVEST
#17164

BENEFITS

- Added Sales
- Impulse Purchases
- Great Healthy Gift
- Perfect for grab-and-go gifting
- Baskets come assembled
- Help decorate the department and increase interest
- Available in different shapes and sizes

BECAUSE FRUIT BASKETS ARE GENERALLY AN IMPULSE PURCHASE, THE STORE MUST INFORM SHOPPERS THAT THEY ARE AVAILABLE. PROMOTE BASKETS THROUGH IERS AND IN-STORE.



**Indianapolis
Fruit**