

Holiday Displays

The produce department is usually the last stop on customers holiday plans. Customers flood into grocery stores right up to the last minute. Fresh produce is at the heart of every special holiday meal. Maximize holiday profits by including must-have items.



CRANBERRIES
#2132



BUNCH CARROTS
#4157



FINGERLING POTATOES
#15233



2 LB FRUIT TRAY WITH DIP
#12042



HOSTESS BASKET
#17166



40 OZ VEGETABLE PLATTER WITH DIP
#8055

MERCHANDISING TIPS

- Value-added produce offerings will move exceptionally well during the holidays. Incremental sales will increase on items like dips, refrigerated dressings, and trays and gift baskets.
- Tie-in with extra dips such as dipping chocolate, dressings, and yogurt dips.
- Built-in dips add convenience.
- Display in a high-traffic refrigerated section at eye-level. Easy visibility is important to moving perishable items as quickly as possible.
- Create a destination center with signage. Precut and ready to eat products offer shoppers what they demand - convenience and healthy-eating.



Indianapolis
Fruit[®]

