



The INDYpendent

Q1 MERCHANDISER : JAN-MAR 2022



**Indianapolis
Fruit**
Distributors of Fruits
Vegetables & Floral

  [INDYFRUIT.COM](https://www.indyfruit.com)  

4501 MASSACHUSETTS AVE | INDIANAPOLIS, IN, 46218 | 317.546.2425 | 800.377.2425

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Q1 Merchandiser: Jan-Mar 2022

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What's News



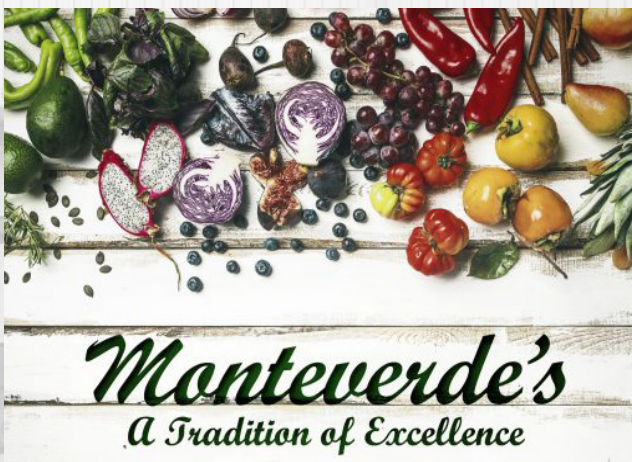
FreshEdge acquires Vine Line

FreshEdge, parent company for Indianapolis Fruit, acquired Vine Line, a produce distributor located in Grand Rapids, MI. Vine Line operates out of a 67,147 square-foot state-of-the-art facility built in 2013. The addition expands FreshEdge's footprint further into Michigan and provides space and logistical support to better serve its growing customer base.



Implementation of Wave Picking

During Q1 Indianapolis Fruit will be implementing new warehouse sequences for receiving, selecting, and loading products. These new sequences will allow our customers to enjoy more consistent service levels. Our teams will be able to proactively execute on their work-flows while also providing a high-touch experience with each case that we deliver.



FreshEdge acquires Monteverde's

FreshEdge, a family of produce and specialty food companies backed by Rotunda Capital Partners, acquired Monteverde's, a fresh produce distributor located near Pittsburgh, Pennsylvania. Monteverde's operates out of a 61,500 square-foot facility. The addition expands FreshEdge's footprint further into the eastern United States.

Getting to Know Us...



Christopher Lazzel

Director of Transportation

"I like Indy Fruit for their sense of community and customer focus."

WHAT DO I DO?

I have recently joined the Indy Fruit team as the new Director of Transportation.

I am excited to join the knowledgeable team in order control, as we work together to overcome daily challenges, increase efficiency & develop problem resolution for higher customer satisfaction.

FAVORITES

Food: Cheese

Hobbies: Growing Plants, Rock Hunting, Time in the Forest, and Learning.



Corky Anderson

Inside Sales Manager

"After being a customer of Indy Fruit, I'm excited that I now get to assist retailers with fulfilling their visions of what they want their produce departments to be - that will help us both grow our business."

WHAT DO I DO?

I work with our sales team to assist our retail partners in providing their guests the best possible product to build loyalty and sales in their stores and for our business.

FAVORITES

Food: Tacos

Teams: Detroit Red Wings & Michigan Wolverines

Hobbies: Golfing & Bowling



Evan Barnett

Warehouse Manager

"Indy fruit has provided me with an opportunity to step into a new and larger role. I have been very impressed that ideas are shared and new ideas are, at the very least, entertained with an open mind and vision for the future."

WHAT DO I DO?

In my position, I manage the flow for outbound orders from assigning them to loading them on the trailer. A project I'm working on is to optimize fill rate. I really enjoy being able to jump in and trace orders back down to the root cause of why we are shorting something.

FAVORITES

Food: Pizza

Sports: Indianapolis Colts & Indianapolis 500

Hobbies: Target shooting

Procurement – A Few of the Crew



Myron Mayo

Procurement Specialist

"I enjoy the challenges that working at this company have provided me over the years. The challenge of working on the sales side of the business the first part of my career and now being a part of the procurement team for the last 14 years I have worked and work with some of the best people in this industry."

FAVORITES

Food: Bowl of Chilli with a peanut butter sandwich on the side. Hot Wings. Onion Rings.

Team: Indianapolis Colts

Hobby: Playing Golf, Traveling to St. Louis to see my son, and Traveling to Jacksonville, NC to see my daughter and her husband.



Allyson Holmes

Procurement Specialist

"I enjoy the camaraderie with my coworkers."

WHAT DO I DO?

I manage inbound freight out of CA and am expanding into TX and FL. I also buy non-perishable items such as: croutons, salad dressings, fruit and veggie dips, and more.

FAVORITES

Food: Mac and Cheese

Team: Notre Dame

Hobby: Reading and Knitting



Nick Bova

Procurement Specialist

"What I love about Indy Fruit is the people I get to work with every day. There is so much produce experience in the building and everyone is always open and willing to help and teach where they can."

WHAT DO I DO?

I buy the Dole salad program and conventional and organic western vegetables.

FAVORITES

Food: Pizza or Steak

Team: Indianapolis Colts, Notre Dame, Indiana University, Indiana Pacers

Hobby: Coaching wrestling both high school and college

What's GROWING?

	MAY	JUNE	JULY	AUG	SEPT	OCT
APPLES						
ARUGULA						
ASPARAGUS						
BASIL						
BEANS, GREEN						
BEANS, HALF-RUNNER						
BEANS, HORTICULT.						
BEDDING PLANTS						
BEETS						
BLACKBERRIES						
BLUEBERRIES						
BROCCOLI						
CABBAGE						
CABBAGE, NAPA						
CABBAGE, RED						
CANTALOUPE						
CARROTS						
CAULIFLOWER						
CELERY						
CHERRIES						
CORN, ORNAMENT.						
CORN, SWEET						
CUCUMBER						
CUKES, PICKLING						
CUT FLOWERS						
EGGPLANT						
FRUIT TREES						
GARLIC						
GOURDS						
GRAPES						
HANGING BASKETS						
HARDY MUMS						
HERBS						
HONEY						
KOHLRABI						
LETTUCE						
LETTUCE, ROMAINE						
LETTUCE, RED ROM.						
MAPLE SYRUP						
MUSTARD GREENS						



	MAY	JUNE	JULY	AUG	SEPT	OCT
NECTARINES						
NURSERY STOCK						
NUTS						
OKRA						
ONIONS, WHITE						
ONIONS, GREEN						
ONIONS, RED						
PAW PAWS						
PEACHES						
PEARS						
PEAS, SHELL						
PEAS, SUGAR SNAP						
PEPPERS, BELL						
PEPPERS, HOT						
PLUMS						
POTATOES						
POTATOES, RED						
PUMPKINS						
RADISHES						
RASPBERRIES						
RHUBARB						
SORGHUM						
SQUASH, ACORN						
SQUASH, BUTTERNUT						
SQUASH, SPAGHETTI						
SQUASH, SUMMER						
SQUASH, WINTER						
STRAWBERRIES						
SWEET POTATOES						
TOMATOES, 10# BOX						
TOMATOES, CANNING						
TOMATOES, CHERRY						
TOMATOES, GREEN						
TOMATOES, ROMA						
TURNIPS						
VEGETABLE PLANTS						
WATERMELON						
WATERMELON, MINI						
W-MELON, YELLOW						
ZUCCHINI						

KEY: PLENTIFUL - available in amounts totalling > 5 bushels per auction
 GENERALLY AVAILABLE - amounts totalling < 5 bushels per auction

SEASONAL CHART represents 3 years of data from the Chesterhill Produce Auction.

Power Up with Non-Perishables!

Juices



Juiced!
Cold-Pressed Juicery



midwest
juicery



Naked.



Dressings & Dips



Toppers



CONCORD FOODS



Healthy Snacks



Wonderful[®]
PISTACHIOS



VALUED
NATURALS
quality you can see...and taste!



earnest
eats[™]



FRESH-PICKED GOODNESS
HARVEST SNAPS
DELICIOUSLY CRUNCHY CRISPS



midwest juicery



4 Carrot Gold
Item #: 23901
UPC: 804551764226
SIZE: 12oz | 6ct
INGREDIENTS:
Carrot, Apple,
Lemon, Ginger



Sippin On Ginger Juice
Item #: 23906
UPC: 804551779428
SIZE: 12oz | 6ct
INGREDIENTS:
Filtered Water, Apple, Lemon, Ginger,
Apple Cider Vinegar, Turmeric,
Cayenne Pepper, Black Pepper Extract



Green With Envy
Item #: 23903
UPC: 804551764202
SIZE: 12oz | 6ct
INGREDIENTS:
Apple, Romaine,
Cucumber, Celery,
Kale, Lemon, Parsley



Green Light
Item #: 23900
UPC: 804551764189
SIZE: 12oz | 6ct
INGREDIENTS:
Apple, Romaine,
Cucumber, Swiss
Chard, Lemon



All Greens Everything
Item #: 23905
UPC: 804551769429
SIZE: 12oz | 6ct
INGREDIENTS:
Cucumber, Celery, Romaine,
Kale, Lemon, Parsley, Swiss
Chard, Ginger



Beets By Midwest
Item #: 23902
UPC: 804551764219
SIZE: 12oz | 6ct
INGREDIENTS:
Carrot, Beet, Cucumber,
Lemon, Ginger



Lava Lemonade
Item #: 23904
UPC: 804551764196
SIZE: 12oz | 6ct
INGREDIENTS:
Filtered Water, Lemon,
Maple Syrup, Cayenne
Pepper



The world's sweetest mandarins.





The citrus category can really bring a produce department to life. The engaging colors and shapes of these fragrant fruits attract shoppers' eyes all by themselves.

Many customers view citrus as a healthy snack to boost the immune system, an addition to a salad, or a perfect base for their next juice, and they're all correct! Citrus is so versatile, a fit for almost every shopper.



As with any produce category, you want to have a nice variety for your customers, but having the right mix of citrus is critical to successful sales. Sure, navel oranges, grapefruit, lemons and limes will always be at the top of the category, but make sure to consider the myriad of citrus options that come available as the season progresses. It's with these that you might be able to grow your citrus sales far beyond your expectations.

The mandarin category (clementines, satsumas, tangos and more) has experienced huge growth and popularity among consumers. These little orange gems have different flavor profiles, and some have cultivated quite the following in recent years.

Citrus Mania!

Fresh citrus from Indy Fruit is a great way to kick off the new year. Citrus fruits are tastiest and juiciest throughout the winter months. We are pleased to provide a wide assortment of citrus fruits, including blood oranges, clementines, sumo citrus, grapefruits, navel oranges, and many others. These colorful and nutritious fruits will bring a smile to your face and brighten your winter.



BLOOD ORANGES



BUDDHA HANDS



CARA CARA ORANGES



CLEMENTINES



FINGER LIMES



GRAPEFRUIT



HEIRLOOM NAVEL ORANGES



JAFFA ORANGES



KUMQUATS



LEMONS



LIMES



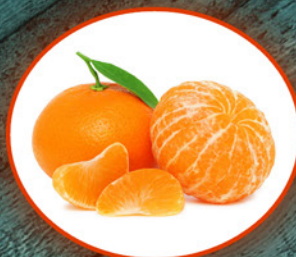
MANDARINQUATS



PUMELOS



SUMO MANDARINS



TANGERINES



VALENCIA ORANGES



**Indianapolis
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sumo
CITRUS®

THERE'S ONLY ONE
SUMO CITRUS, HERE'S WHY:



INCREDIBLE
SWEETNESS



ENORMOUS



EASY TO
PEEL



NO MESS



SEEDLESS



Item #: 17299
Size: 18lb | 7sz
PLU: 3632

Item #: 21304
Size: 18lb | 8sz
PLU: 3632

Item #: 24482
Size: 2lb | 12ct
UPC: 725422000079

Item #: 22524
Size: Display Bin: 1ea
UPC: N/A

Sumo Citrus is one of the world's largest and sweetest mandarin-hybrids, celebrated for its incredible taste and distinct looks. Because of its unique attributes, Sumo Citrus sets itself apart from more generic citrus.

Let's savor it!

Sumo citrus has made a thirty-year journey from Japan to our fruit aisle.



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January, the month of new beginnings.

Must have seasonal items for your department, both conventional and Organic.

- All vegetable items for salad fixings
- Navel oranges
- Blood Oranges
- Meyer Lemons
- Persian Limes
- Fresh bagged salads
- Cara Cara Oranges
- Lemons
- Seedless Lemons
- Key Limes
- Melo Gold
- Pummelo
- Tangelos
- Clementines

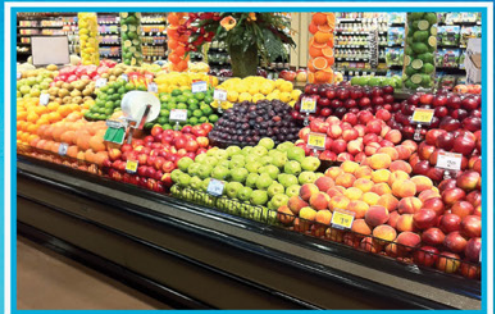
Coming out of the holiday season with New Year's Resolutions it's imperative that you become the destination produce department in your market-place. Keep the salads full and have complimentary items grouped together to simplify the shopping experience. Give your customer every reason to see their resolutions through. Have exciting recipe cards on hand to influence incremental sales.

With the cold and flu season arriving, there will be an interest in citrus to help prevent or minimize symptoms. It's important to have all varieties available. Make a colorful splash in your department by grouping all citrus varieties together. Use signage and info cards to highlight each variety. Use your ad to feature several varieties throughout the season to help your customers make informed choices when they go shopping. Use sampling if to take the guess work out of the big question, flavor profile. When building secondary displays be sure to use the original cartons for spillovers and additional color splash.



Kevin Guilfooy

(IN, OH, KY, TN, GA, AL, FL, WV)



JANUARY

2 0 2 2



Indianapolis Fruit
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FreshEdge®

Must Have Items



Navel Oranges



Persian Limes



Satsumas

DID YOU KNOW?

The name of the "orange" was coined in the 1300s before the color "orange" was named in the 1500s.

www.indyfruit.com
1-800-377-2425

S	M	T	W	T	F	S
						New Years Day 1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
	Martin Luther King Jr. Day					
16	17	18	19	20	21	22
23	24					
30	31	25	26	27	28	29

Love is in the air in February!

Cupid has arrived and love is in the air. Valentine's Day is here. Capture extra sales with a display of long stem dipped strawberries. Don't forget to display beautiful dozen red roses near by for that impulse buy. For those that who want to dip their own berries, Dulci Chocolate is a must.

Create your own gift baskets. Guys rushing in for a last-minute gift want everything done for them. Pull several related products together like strawberries, chocolates, and a bottle of wine. Arrange them in a basket lined with "grass," wrap the basket in cellophane, top it with a pretty pink bow and presto! Instant gift basket. This is the perfect grab-and-go gift.

Cross-merchandise your products to drive sales. Combine products that are relevant to romantic dinners. For Valentine's Day you can display steak, herbs like rosemary, potatoes, and asparagus.

Happy Selling!



Kirk Speckman
(IN, OH, PA, WV)



FEBRUARY

2 0 2 2

S	M	T	W	T	F	S
			Groundhog Day			
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
	Presidents' Day					
20	21	22	30	31	25	26
27	28					



Indianapolis Fruit
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FreshEdge®

Must Have Items



Dulci Chocolate



Potatoes



Long Stem Dipped Strawberries

DID YOU KNOW?

According to the Guinness Book of World Records, the heaviest potato ever grown weighed 10lbs and 14oz.

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1-800-377-2425

March brings the first day of Spring and St. Patrick's Day!

Get your theme on! It is St. Patrick's Day after all! Surrounding your displays and aisle end caps with festive green lights or four-leaf clovers brings attention to the display and draws customers to the products. Be sure that the products are fresh, and the lighting used in the display is bright. Include your employees in the fun! Show your St. Patrick's Day spirit through your window and in-store displays. Decorate your store for the occasion. Push items like 2# cello carrots, green cabbage, "B" size red potatoes, jumbo yellow onions, and Shamrock Plants from our Floral program.

Cross-merchandise your products to increase awareness and drive sales. Combine products that are relevant to your theme. For St. Patrick's Day you can display corned beef with cabbage, potatoes, and carrots and surround them in a glass case. Pairing them together encourages customers to purchase them all at once. Taking all the guess work out gets them excited and will prompt a purchase.

Attach a shamrock to the products you want to move and include a discount. Display green cabbage in the meat department next to the brisket. Plan a "Meal Deal" special that incorporates 2# cello carrots, jumbo onions, green cabbage, and "B" size red potatoes. Coordinate with the beer department and tie-in Guinness.



Marshall Olsen
(WI, IA)



MARCH

2 0 2 2

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
				St. Patrick's Day		
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		



Indianapolis Fruit
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FreshEdge®

Must Have Items



Green Cabbage



Red Potatoes



Carrots

DID YOU KNOW?

The green cabbage is originally called the cannonball cabbage because of the dense, compact leaves.

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1-800-377-2425

Seasonal Essentials

Q1 MERCHANDISER: JAN-MAR 2022



Chinese New Year

Jackfruit
Dragon Fruit
Butterscotch Pears
Ginger Root
Daikon Radish
Baby Pineapple
Stem & Leaf Mandarins
Mango

February 1
2022
Year of the Tiger

Valentine's Day

February 14th
Valentine's Day

Stem Strawberries
SoChatti Dairy-free Chocolate
Red Carrots
Fresh Mint
Blackberries
Raspberries
Blueberries
Lemon Plums
Floral Arrangements
Roses



STEM STRAWBERRIES



LEMON PLUMS

BIG GAME Essentials

VEGETABLE TRAY



VEGETABLE PLATTER



FRUIT TRAY



MANGO SALSA



GUACAMOLE



PICO DE GALLO



f'fth season

The craveable, sustainable alternative to sad salads. Made with local, long-lasting greens, creative crunchies and plant-based proteins, Fifth Season salads come ready-to-eat in bold flavors like Spicy Southwest, Crunchy Sesame, and more. Don't be scared to stock up-their greens are so fresh, they'll stay good in the fridge for a week.

Caesar Shakeup

ITEM #: 24203
UPC: 852070008253
SIZE: 5.7oz



INGREDIENTS: baby romaine, great northern beans, pretzels, carrots, asiago caesar dressing

Crunchy Sesame

ITEM #: 24206
UPC: 852070008147
SIZE: 5.9oz



INGREDIENTS: leafy greens blend, farro, dried cranberries, sesame sticks, sesame seeds, ginger mandarin dressing

Spicy Southwest

ITEM #: 24207
UPC: 852070008123
SIZE: 5.8oz



INGREDIENTS: leafy greens blend, organic black beans, cojita cheese, organic pepitas, salsa corn sticks, chipotle ranch dressing

Sweet Grains

ITEM #: 24205
UPC: 852070008130
SIZE: 6.6oz



INGREDIENTS: leafy greens blend, quinoa, chickpeas, dried corn, feta cheese, poppy seed dressing

Toasted Tuscan

ITEM #: 24204
UPC: 852070008192
SIZE: 5.6oz



INGREDIENTS: spinach, lentils, sundried tomatoes, garlic bagel chips, vinaigrette dressing

*Salads
So
Fresh*

You CAN Wait to Eat Them



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Produce Reset

CHECK OUT THIS MOST RECENT RESET AT
CAPITOL CENTRE MARKET.



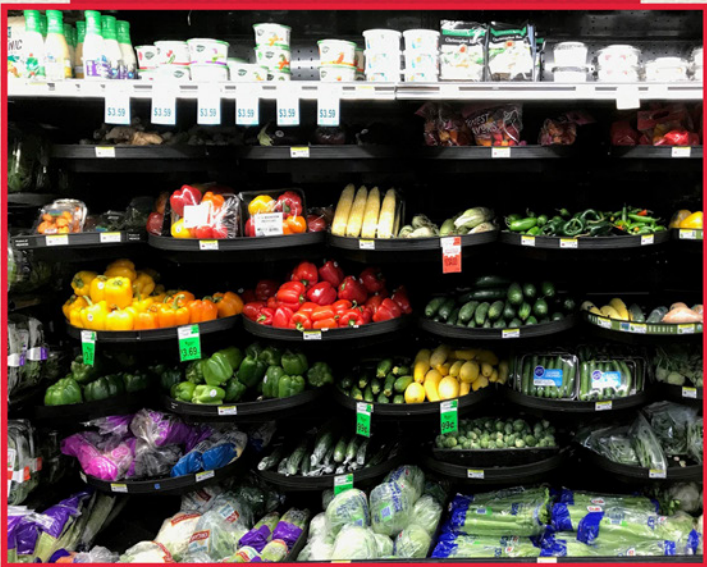
CAPITOL CENTRE
Market

LOCATED IN MADISON, WISCONSIN

BEFORE



Realigning Categories



AFTER



Extra Room on Shelves



Resets offer more opportunities for your department to grow sales and basket size. Introducing your customers to new items will offer them the ability to discover new items in a fresh way.

The Indianapolis Fruit Outside Sales and Merchandising Team (WI) responsible for this produce reset at Capitol Centre Market included: **Edwin Cadena-Luevano**, **Dave Micheals**, **Marshall Olsen**, and **Corey Larson**.

BEFORE



More Products on Shelves



AFTER



Improvise and Maximize



INDYpendent Showcase 2022

Sunday, August 21 – Monday August 22, 2022

Indianapolis, IN

Schedule Overview

Sunday, August 21

- Opening Reception 5:30–6:30pm
- Welcome Dinner and Industry Panel 6:30–8:30pm

Venue: The Alexander
333 Delaware St. Indianapolis, IN 46204

Monday, August 22

Education Sessions 9:00–12:00pm

Venue: The Alexander
333 Delaware St. Indianapolis, IN 46204

Trade Show 4:00–8:00pm

Venue: Crane Bay Event Center
551 W Merrill St, Indianapolis, IN 46225

Customer and Vendor Appreciation Event 8:30–11:00pm

Venue: Slippery Noodle Inn
372 S Meridian St, Indianapolis, IN 46225

RSVP no later than May 20, 2022



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