

A stylized graphic for Memorial Day. It features a large, central red star with a white outline. The background is a dark blue field with white stars and stripes, reminiscent of the American flag. The text is centered over the red star.

# Memorial Day

**Key Vegetable & Fruit Commodities  
and Merchandising Opportunities**



# Key Vegetable Commodities

- **Asparagus** – Green (Midwest), White (Grilled, Salads)
- **Cabbage** – Green, Red (Salads, Slaws)
- **Carrots** – 1lb, 2lb Baby Peeled, 12oz Supreme's (Salads, Platters)
- **Corn** – Bicolor bulk and packaged (Grilled, Boiled, Salads, Salsa)
- **Cucumbers** – Field Grown, European, Mini's (Salads, Platters)
- **Beans** – Green (Grilled, Salads)
- **Broccoli** – Crowns, Bunched (Platters, Slaws)
- **Brussel Sprouts** – Bulk, Bagged (Grilled, Salads)
- **Cauliflower** - Whole Head, Florets (Grilled, Platters)
- **Celery** – Sleeved, Hearts (Salads, Platters)
- **Herbs** – Basil, Cilantro, Dill, Thyme, Sage, Rosemary, Parsley (Guacamole, Salads, Salsa)
- **Lettuce** – Iceberg (Salads, Condiments)
- **Mushrooms** – 8oz Whole and Sliced, 6oz Portabella's – Whole, Sliced (Grilled, Salads, Platters, Condiments)
- **Onions** – Sweet Vidalia, Red, White, 3lb Yellow, Bunched Green Onions (Grilled, Guacamole, Salads, Salsa, Condiments)
- **Peppers** – Green, Orange, Red, Yellow, Stoplight (Grilled, Salads, Platters)
- **Potatoes** – Bagged 10lb Idaho, 10lb Russets, 5lb Idaho, Russets, 5lb Idaho, 3lb Idaho, 3lb Yukon B's, Red B's (Grilled, Salads, Baked)
- **Potatoes** – Bulk – Reds, Bakers, Yukon, Sweet and Garnet Potatoes (Grilled, Salads, Baked)
- **Pre-Cut** – Mann's Veg. SKU's – Broccoli, Cauliflower, Medley, Broccoli Slaw, Brussels, etc. (Grilled, Salads, Slaws, Platters)
- **Radishes** – Bagged, Fresh Bunched (Salads, Platters)
- **Rhubarb** – (Deserts, Salsa)
- **Salads** – Dole Garden, Shredded Lettuce, Cole Slaw, 5oz Dole Baby Spinach, Organic 5oz Spring Mix, Organic 5oz Baby Spinach (Salads, Condiments)
- **Squash** – Acorn, Butternut, Spaghetti, Zucchini and Yellow (Grilled, Slaws, Platters, Condiments)
- **Tomatoes** – Vine Ripe, TOV's, Beefsteak, Roma's and Grape Tomatoes, Cherubs (Grilled, Guacamole, Salads, Platters)





- **Apples** – 3lb Varieties – Gala, Fuji, Granny Smith, Honeycrisp, Macintosh (Deserts, Salads, Platters)
- **Apples** – Bulk – Gala, Honeycrisp (Deserts, Salads, Platters)
- **Avocados** – 48, 60/70ct (Guacamole, Salads, Fresh Sliced)
- **Bananas** – Bunched (Deserts, Salads)
- **Berries** – Strawberries, Blueberries Pint, Blackberries, Kiwi, Raspberries (Deserts, Salads, Platters)
- **Citrus** – Clementine 3lb, Lemon, Limes, Oranges – Navels Bulk, 4lb (Deserts, Salads, Platters)
- **Grapes** – Red, Green, Specialty (Salads, Platters)
- **Mangos** – Whole, Sliced (Deserts, Salads, Salsa, Platters)
- **Melons** – Cantaloupe, Honeydew, Watermelon (Salads, Platters)
- **Pineapples** – Gold 7ct, Pink, Honey, Cored, Cubed ( Deserts, Grilled, Salads, Salsa, Platters)
- **Stone Fruit** –Apricots, Cherries (Ca.), Nectarines, Peaches (California, Southern), Plums (Grilled, Salads, Salsa, Platters)



# Memorial Day - Pre-Cut & Prepared

- GC – 12oz, 1lb Cut / Cubed Fruit – Cantaloupe, Honeydew, Mango, Pineapple, Watermelon.
- GC – Cored Pineapple
- GC – 6oz Diced (Celery, Celery Onion), Diced Onions (Sweet, Red), Diced Tri-Color Peppers, Fajita,
- GC – 28oz Vegetable Trays
- GC – Variety Grillers – 9z Brussels, 10z Fire Roast, 9z Asparagus, 10z Fajita, 14z Roast Red Potato, 14z Kabob
- GC – 32oz Fruit Trays
- GC – 12oz Sliced Sweet and Tart Apples
- GC – 8oz / 1lb Pico, and Salsa
- GC – 8oz Fajita
- GC – 10oz / 14oz Guacamole – Mild and Hot
- Mann’s Variety Cut Vegetables
- Dole – Variety Salad Kits, Shredded and Chopped



# Memorial Day Variety

## Category Growth Opportunities - Vegetables

- **Vegetables:**

- Cucumber Category

- Seedless 12ct, Mini 6pk.

- Tomato Category

- Local, Regional Vine Ripe, Naturesweet (Cherubs, Yellow, etc.), Heirloom 10lb, Mixed Medley, Campari, Cherries, Grape Varieties, Chocolate, Heirlooms, Bomb Varieties, Organic

- Potatoes Category

- Little Potato, Fingerlings, C Potatoes, B Yukon, Klondike, Jumbo Bakers, Bakers (Foil Wrapped), Variety Yams

- Onion Category

- Leeks, Shallots, Boilers, Pearls, 3lb Vidalia's

- Mushrooms

- Bulk Portabella, Packaged 6oz Portabella, 8oz Steak Cut, 8oz Mushrooms (White and Baby Bella)

- Peppers

- Mini Sweets, Long Sweets, Anaheim's, Jalapenos, Habaneros, Poblanos





# Memorial Day Variety

## Category Growth Opportunities - Fruit, Fresh Grab-N-Go, & Tortilla Chips

- **Fruit, Grab-N-Go, & Tortilla Chips:**

- **Apple Category**

- Gala, Wild Twist, Honeycrisp, Pink Lady (Bulk, Bagged), Kanzi, Wild Twist, 3lb Bagged Varieties

- **Berry Category**

- 12oz (Blueberries, Blackberries, Raspberries), 1lb Stem Strawberries, Rose Strawberries, Goose Berries

- **Citrus Category**

- Blood Oranges, Cara Cara Oranges, Heirloom Oranges, Jumbo Mandarin's, Jumbo Lemons

- **Pear Category**

- Jumbo, Asian, Abate Fetel

- **Pineapple Category**

- 5ct Gold, Honey Glow, Pink Glow

- **Fresh Grab-N-Go Prepared**

- Salsa, Pico, Guacamole GC and Yucatan 16oz (Hot, Mild)

- **14oz Tortilla Chips**

- Regular and Chile



# Memorial Day

## Merchandising Opportunities - Grilling, Vegetable & Fruit Commodities

- **Grilling:**

- **2<sup>nd</sup> largest holiday for outdoor parties, picnics and grilling.**

- Large emphasis on promoting fresh vegetables and fruit options. Provide grilling recipes and suggestions, whenever possible
- Take advantage of any local or region commodity options that might be available
- Grab-N-Go or grill ready items can be a nice sales bump, if highlighted
- Coordinate with fresh department managers on items that will help to drive additional sales in other departments (Meat, Deli, Fish, Bakery as well as Grocery)

- **Vegetable Commodities:** Asparagus, Green Beans, Broccoli, Brussel Sprouts, Carrots, Cauliflower, Bi-Color Corn, Eggplant, Fresh Herbs (all), Mushrooms, Onions (all), Peppers Bell and Chili (all), Potatoes (C Size varieties, Fingerling, Idaho and Yams), Squash (Acorn, Butternut, Spaghetti, Yellow and Zucchini), Tomatoes (Grape, Cherry, Vine Ripe, and Heirloom)

- **Fruit Commodities:** Apples (all), Avocados, Bananas, Melons (Cantaloupe, Honeydew, Watermelon), Pears (all), Pineapples, Stone Fruit (Apricots, Nectarines, Peaches and Plums)





# Memorial Day

## Merchandising Opportunities - Cut & Prepared and Diced & Sliced

- **Cut & Prepared:**

- **Remember to put plenty of labor and department display allocation into this profitable category.**
  - Pre-cut and cubed fresh fruit and veggies.
  - Cut Melons – Expand the display and variety as customers will be looking for fast and easy solutions.
    - Cantaloupe, Honeydew, Watermelon, – ¼'s ½'s and sliced
    - Add fresh berries and grapes to enhance variety options
    - Important to calculate all your labor and material costs when pricing
    - Sales and Profits will payoff if you plan and prepare effectively

- **Diced & Sliced Vegetables:**

- **Take advantage of pre-cut and prepared options thru Garden Cut.**
  - Chopped and Diced – Avocado, Beans, Broccoli, Brussel Sprouts, Cabbage, Carrots, Cauliflower, Celery, Corn, Greens, Mushrooms, Onions, Peppers, Squash and Tomatoes
  - Sliced – Avocado, Eggplant, Mushrooms, Onions, Peppers, Squash and Tomatoes





# Memorial Day

## Merchandising Opportunities - Platters & Completes

- **Platters & Completes:**
  - **Labor can be challenging. Make sure you know all the options available.**
    - **Pre-cut Veggie and Fruit trays.**
      - Family platters are popular and are large volume purchases
      - Garden Cut 28oz Vegetable tray and 32oz Fruit platters are excellent for large events
      - Mann's pre-cut vegetable selections are a "must have" option for the holiday
      - Organic Option – Josie's pre-cut vegetable category
  - **Completes**
    - **Options provide customers with time saving options for their Memorial Day event. Options for both conventional and organic shoppers.**
      - Complete salad kits from Dole, Taylor Farms, Organic Girl
      - Garden Griller varieties from Garden Cut
      - 6oz Garden Cut Diced Veggies – Tomatoes, Onions (Sweet, Yellow, Red) , Peppers (Green, Red and Tri-color), Celery and Celery Blend
- **Plan and communicate with our store team any in-store or out of department and cross-merchandising opportunities to increase sales and profitability.**



- **Creative Merchandising & Impact**

- **Excellent opportunity to merchandise outside and out of department display options.**

- **Outside Merchandising (If and when available):**

- **Outside display commodities –**

- Fruit – Apples, Citrus, Mangos, Melons (Cantaloupe, Honeydew, Watermelon), Pineapple, Stone Fruit (Apricots, Cherries, Nectarines, Peaches, Plums)
- Vegetables – Corn, Cucumbers, Onions (Bulk and Bagged), Peppers (Bell, Chili), Potatoes (all) Squash (Hard Shell, Zucchini, Yellow), Tomatoes (all)

- **Cross-Merchandising (In-store):**

- **Meat, Fish** – Asparagus, Onions, Lemons, Limes, Mushrooms (all), Tomato categories (Roma's, Rounds, Cherubs, Campari's, Heirlooms), Garden Cut Vegetables, Griller Varieties
- **Bakery, Deli** – Berries (all), Stone Fruit (All), Mangos, Pineapples
- **Grocery** – Onions, Potatoes, Apples, Berries (Strawberries), Citrus (Clementines), Mangos, Pineapples, Tortilla Chips and Guacamole

- **Work with your store management team for display locations and product tie-in opportunities.**