

# MERCHANDISING FOR NEW YEAR CELEBRATIONS



New Years celebrations see a lot of movement with greens. Look at incorporating seasoning shippers alongside your normal green display. It promotes added sales and inspiration for meal prep.



**GREENS + KALE  
SEASONING SHIPPER**  
#20456

**GREEN  
KALE**  
#2924

**COLLARD  
GREENS**  
#4427



Black-eyed peas are traditionally served at the new year for good luck. They represent gaining wealth and prosperity in the new year.

**BLACK-EYED PEAS**  
#1153

Add a secondary display with cabbage in the meat department. Cabbage is a big seller this holiday. Cabbage represents good fortune for the new year.



**GREEN CABBAGE**  
#4423



**36 CT LIMES**  
#2998

Maximize liquor sales by place fresh lemons and limes, along with peelers, next to the register. This is a great opportunity to add fresh flavors as well as added sales. Check daily for freshness.



**GARDEN CUT  
28 OZ FRUIT TRAY**  
#12043



**GARDEN CUT  
40 OZ  
VEGETABLE PLATTER**  
#8055



**Indianapolis  
Fruit®**