



GATTIE PEACHES

The season's last peach is also the season's best peach.

AVAILABLE SEPTEMBER 5 – OCTOBER 15

The Prima® Gattie Peach is Gerawan Farming's flagship variety. Unlike most peach varieties, the Prima® Gattie Peach is flavorful and juicy right off the tree. It is a late-season peach, so nature has taken its time to develop sweet, crisp flavor, and colossal size. They always eat fresh, juicy, and with a mouth-watering texture, bite after bite.

Merchandising Tips

- Extend your summer stone fruit program into the fall by promoting Prima Gattie Peaches. More stores are seeing top line growth in the stone fruit category by including Prima Gattie Peaches in their fall sets.
- Preconditioning or ripening before placing on grocery displays isn't necessary because they eat perfect right out of the box.
- The vibrant red and orange peach compliments fall displays, their huge size and firm juiciness makes it a popular peach variety.
- Use Prima Gattie POS to inform shoppers of this variety (available at www.prima.com).

**Prima Gattie
California Peaches
Volume Fill
#19962**



**Prima Gattie
California Peaches
33ct
#15764**



**Indianapolis
Fruit®**