

Spring Merchandising



Indianapolis
Fruit®



Springtime Staples

FRUIT



Apricots



Blueberries



Blackberries



Cherries



Grapefruit



Kiwi



Lemons



Mangoes



Pineapples



Pluots



Strawberries



Tangerines

VEGGIES



Artichokes



Asparagus



Beets



Brussels Sprouts



Cabbage



Carrots



Dandelion Greens



Fennel



Garlic



Herbs



Leeks



Morel Mushrooms



Radishes



Rhubarb



Turnips



Vidalia Onions
(avail 4/22)

FLORAL



Silly Leprechaun



8 Stem



10 Stem



11-12 Stem



Petter Cottontail



Crazy Daisies



Wonder Mom



American Spirit

Spring Holidays

ST. PADDY'S DAY : 3/17

NCAA MARCH MADNESS : 3/18-4/5

PASSOVER : 3/27-4/4

EASTER : 4/4

MAY DAY : 5/1

CINCO DE MAYO : 5/5

MOTHER'S DAY : 5/9

MEMORIAL DAY : 5/31

sprouting NEW INTEREST

Spring has sprung and your produce department needs to be fresh and alive as this is the start of a strong and fresh produce season. These seasonal changes prompt new interest and excitement in fruits and vegetables after months of purchasing hearty staple items. It is the promise of a new start and with that comes opportunity for extra produce sales.

Berries, sweet corn, artichokes, Vidalia onions, and other items associated with springtime holidays will be on shopper's grocery lists. Display these products early and prominently, to get consumers thinking about placing these items in their baskets.

With events focused around basketball, St. Patrick's Day, the start of spring, Passover, and Easter, the produce department

will be busy all season long. We can not forget about other holidays such as National Nutrition Month, National Celery Month, National Artichoke Heart Day (March 16), National Spinach Day (March 26). Promoting these in a feature location will create awareness and larger basket sizes.

Everyone is gearing up for March basketball tournaments and produce departments should be ready for tip-off. Take advantage of the opportunity to capture extra sales with fresh produce each weekend during the NCAA college basketball tournament. The usual items will be in high demand, including fruit and vegetable party platters, fruit bowls, fresh dips, salsas, and snack items like peanuts and pistachios. The possibilities are bountiful this month. Make sure you are stocked with the freshest produce possible.

GOING
GREEN

Talk about luck! No matter the preparation, green cabbage sales soar for St. Patrick's Day. It's one of the top four events for cabbage consumption.

Green cabbage shipments increase 70% the week leading up to St. Patrick's Day. It's prime time to promote all kinds of green - cabbage, coleslaw, sauerkraut, kale, and more!

St. Patrick's Day Display in Prisco's Fine Foods in Aurora, IL.



GET OUT AND GET PROMOTING

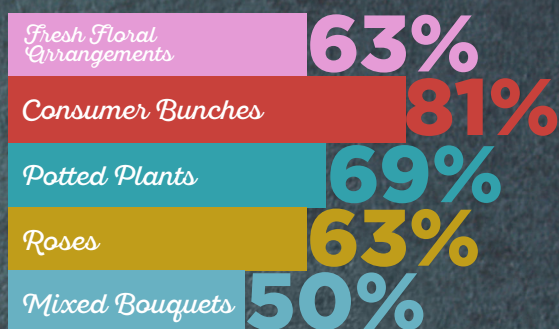
Stores that run promotions in the weeks prior to Memorial Day see an increase in sales during the holiday. Customers are gently reminded that the holiday is coming up so then they'll plan ahead.

From Produce Business, March 2021

Easter Blooms Increase Sales

In 2019, the floral industry experienced a sales increase of 7% on average in all categories for both Valentine's Day and Easter sales.

Set up Easter floral displays around your produce department for simple cross-merchandising. As families celebrate Easter, they are looking for convenience and shortcuts, so displaying these alongside greens, eggs, eye dyes, and pre-cooked ham provide opportunities for extra rings at the register. Busy families want to celebrate special holidays with floral options. Let's make it easier for them with full floral displays.



2019 PMA: Easter Floral Sales Study





SPRING STRATEGIES FOR FRESH PRODUCE

NCAA BASKETBALL CHAMPIONSHIP TOURNAMENT - March 18 - April 5

Focus on fresh produce for snacking and parties - vegetable trays, fruit bowls, salsas and dips are great items to cross-merchandise in your sports-themed displays. This is also a good time to promote artichoke and artichoke hearts to be used for dips, so make sure to include them in your displays. Grab-and-go fruits like bagged grapes and fresh cut items are popular this time of year.



ST. PATRICK'S DAY - March 17

Cabbage is the iconic vegetable for this holiday, with it being the main stay in all celebratory dishes. Cross-merchandise cabbage and carrots near the corned beef. Place promotional tables and cases around the entrance of the produce department because they create a strong primary presence. Take the St. Patrick's theme one step further by highlighting other green fruit and vegetables, such as brussels sprouts, asparagus, and granny smith apples in ads and displays.



PASSOVER - March 30 - April 7

During this holiday, we see an upward swing in demand for fresh horseradish. It is a standard ingredient in the Seder meal. Many people think of horseradish and beef but realize that you can use fresh shredded horseradish in salads or scrambled eggs. Horseradish contains the same cancer-fighting agents that are in broccoli, so promote the health benefits when merchandising this item.



EASTER - April 1

Asparagus, brussels sprouts, strawberries, and mangoes are excellent items to promote for Easter meals. Build prominent eye-catching and shrink-preventing displays. Make sure your asparagus is standing up with cut ends in a water reservoir and ice to lower the temperature. This will boost sales by presenting the consumer with an eye-appealing display while improving the shelf life of the product.



CINCO DE MAYO - May 5

Cinco de Mayo is known for avocados, pico de gallo, and guacamole sales, but it is also a great opportunity to promote mangoes. Mangoes are a good tie-in for this Mexican holiday. It's also the #1 holiday for selling avocados, so make sure you have your avocado displays set with fresh complimentary items such as tomatoes, cilantro, and limes to inspire guacamole enthusiasts.



MOTHER'S DAY - May 13

Artichokes and berries are two favorites for Mom's special day. Merchandise artichokes with popular recipe ingredients that will encourage impulse buys during this spring holiday. Place fresh garlic and lemon with angel hair pasta next to your spring artichoke display as a recipe idea for Mother's Day. Do not forget your floral displays - merchandise bouquets in and around the produce department, by all entrances, and by each register.



MEMORIAL DAY - May 28

Sweet corn, grapes and Vidalia onions are the star in start-of-summer Memorial Day promotions. Using holiday-themed colors to create eye-catching displays focusing on fruits and vegetables to be grilled. Memorial Day is a time when most families kick off their picnic plans for the summer. Create bold red, white, and blue colored displays with grilling and summer specialty items. Be creative and focus on fun items not just for grilling, but picnics for adults and kids alike.



PRODUCE TRENDS FOR 2021

Perimeter Value

- Meat & Seafood (and complimentary items)
- Cross Merchandising
- Combo Packs
- In-unison with Other In-Store Promotions

Meal Prep Momentum

- Sales up 42%
- Consumers willing to pay 22% more
- Mann's Nourish Bowls and Garden Cut

Organics

- More than 14% growth
- More than 400 active SKUs for Organics at Indianapolis Fruit
- Herbs, Salads, Carrots, Apples, Bananas



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