

CHERRIES
ITEM #3637



WHITE PEACHES
ITEM #6628



WHITE NECTARINES
ITEM #3024



STONE FRUIT

“Stone fruit” is more of a culinary term than a botanical one. It comes from the stone-hard covering found around the single large seed at the fruit’s core. The stone supports the fruit as it hangs off the tree branch by its stem and provides a passage for nutrients to flow from the tree to the growing fruit.

- foodandnutrition.org

APRICOTS
ITEM #4695



YELLOW PEACHES -
TRAY PACK
ITEM #3164



SOUTHERN PEACHES
ITEM #3743



YELLOW NECTARINES -
TRAY PACK
ITEM #3016



MERCHANDISING TIPS

- Use apricots, cherries, or plums for a color break between white, yellow, and volume-filled peaches and nectarines. This helps getting the correct ring at the register.
- Move soft fruit to the front of the department and move citrus towards the back.
- Use tote bags to bag up smaller volume-filled fruit to give another purchasing option to your customers.
- Display glazes and cobbler/pie recipe items at the end of your stone fruit displays.
- Include an organic option for each of the conventional options you offer. Customers will look for both.