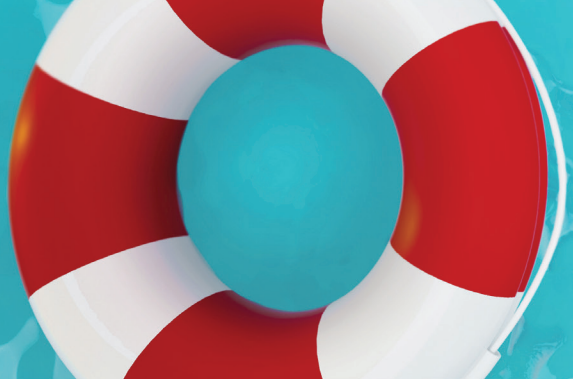


SUMMER MERCHANDISING



Indianapolis
Fruit®





Summertime Staples

Fruit



strawberries



blueberries



raspberries



blackberries



grapes



watermelon



cantaloupe



cherries



peaches and nectarines

veggies



tomatoes



zucchini



sweet corn



bell peppers



cucumbers



mushrooms



asparagus



carrots



eggplant

beverages



Natalie's
ORCHID ISLAND JUICE CO.



hint
drink water, not sugar®



Juiced!
Cold-Pressed Juicery

MEMORIAL DAY
FATHER'S DAY
INDEPENDENCE DAY
LABOR DAY

FOURTHS
Summer



MONEY MAKING *Merchandising*

MAXIMIZING SALES WHILE CONTROLLING SHRINK

Summer is prime time produce selling season. However, it presents a critical challenge in managing shrink. Careful ordering, effective merchandising, and proper rotation are essential for maximizing department profitability.

Walk your department like a customer would first thing every morning. Your lead display should draw people in with seasonal items at a great value. Try to limit the display to three to five SKUs, with the focus item priced under two dollars. Look for cullable product, displays to fill, and cleaning opportunities. This walk should be completed at the start of each shift and as you continue toward the back of your department. If you start the day with a department that is completely fresh, then your crew can focus on stocking, rotating, and servicing customers the rest of the day.

Getting perishable items like grapes and berries out of the cooler and into your lead displays will help drive sales. The keys are making sure your displays are appropriately sized and that any remaining product gets pulled into the cooler at night.

High volume displays should hold at least one day's worth of projected sales and spills can be added for high-volume weekend days.

Ethylene - Summer fruits (berries, grapes, stone fruit) - all absorb ethylene (the gas that ripens produce), so be sure to keep these items far away from your banana and apple sets to avoid unnecessary shrink.

Fruit Flies - A seasonal battle. Fruit flies only exist when they have a food source. Keep displays clean, drains clean (a popular breeding ground), and constantly rotate. If you see fruit flies swarming, search for their food source in the display underneath.

Samples - If you have ripe fruit, sample it. Summer fruit flavors can vary from week to week, so let your customers know what fantastic flavors you have for them. Work with other department leaders to source their best seasonal items to accompany your samples.

SUMMERTIME CROSS MERCHANDISING

Cross-merchandising complimentary items helps to build the basket and increase the blended margin on your promotional displays. The goal is to create a theme or recipe idea that customers will quickly understand as they approach the display. Signage, recipe cards, and décor can help to communicate the theme to your customers. Keep it clean, simple, and don't over-SKU.

Center store sales continue to erode due to online and big box retailers, but consumers still prefer purchasing fresh items in person. Incorporating other grocery items with produce is a good way to help drive incremental sales for the whole store. Just make sure it is clear who is ultimately responsible for maintaining the display.

Cross Merchandising Themes - Example: Grilling

- Produce - Portabella, corn, roadhouse griller potatoes, garden grillers, peaches, pineapple
- Grocery - charcoal, condiments, buns, plates/utensils, napkins
- Meat - pre-made burger patties, hot dogs, steaks, salmon, cedar planks, kabobs (we have kabob kits available)
- Decor - Grill, cooler (consider offering a giveaway on these items to increase display appeal)

Other themes to consider: Hiking, Camping, Boating, Graduation, and Summer Sports



OUTDOOR EVENT SELLING

Entice customers by bringing the produce department outdoors.

Create a farm stand with ten to fifteen of your best priced seasonal offerings. The key to success through these endeavors is promotion. Start letting customers know what to expect several weeks or one month before the date. As the day draws near, let them know what items will be available to help renew their interest. If you choose to run it multiple days, introduce two or three different items each day to encourage repeat visits.

High sales means lots of inventory, and we don't want to ruin the profitability of your promotion with excessive shrink.

Customers may hold off on purchasing your promoted items in the days leading up to the sale, and it could take a week for them to start coming back for those items once the sale ends. Inventory control leading up to and after the sale is crucial.

Pricing is another key aspect to driving success. You don't want price to be a barrier, so you may need to compress margins in order to maximize customer incentive. Make sure to build enough cushion to cover potential shrink. If the event has a great turnout and is profitable, then you have succeeded in creating customer interest. Hopefully that includes some customers that are

first time shoppers or shoppers returning after a long hiatus. Winning that foot traffic will create lasting sales benefits.

There are multiple ways to increase and create benefits for other departments in the store. Break out the grill and sell freshly prepared brats and corn. Put complimentary products on sale in the store to help draw people through the doors. For example, if you have strawberries in your tent sale, have short cake and whipped cream on sale inside. Creating those meal (or dessert) solutions will add to the positive sales impact for the entire store.



LOCALLY GROWN LOCALLY LOVED LOCALLY BENEFICIAL



More and more consumers are becoming "locavores" who strongly prefer products sourced from near their communities. Locally grown programs have a positive impact on local economies, with 94% of consumers saying they buy local to support local farmers.

Local products taste better because they have more time to ripen under the sun rather than in a warehouse or during transit. This is incredibly important as 77% of consumers prefer local because "it tastes better." Buying from local sources also allows suppliers like us to drastically reduce our carbon footprint.

Give your display a farmer's-market-feel by using bushel baskets, burlap, and apple crates. Take advantage of all the great color variety locally grown produce presents. Large displays with great color breaks will entice shoppers.

Use POS and other marketing tools to help consumers connect to the source of their food. Indy Fruit has all the tools you need to help educate your customers. Properly mark local products with keywords on large signs like "local" or "homegrown." Use marketing materials in your department to educate consumers about the food

