



# SUMMER MERCHANDISING



Indianapolis  
Fruit<sup>®</sup>



# Summer Staples

## FRUIT



*apricots*



*blackberries*



*blueberries*



*cantaloupe*



*cherries*



*grapes*



*gooseberries*



*honeydew*



*kiwi*



*nectarines*



*peaches*



*pears*



*plums*



*raspberries*



*strawberries*



*watermelon*

## VEGGIES



*asparagus*



*bell peppers*



*carrots*



*chard*



*chile peppers*



*cucumbers*



*eggplant*



*green beans*



*mushrooms*



*okra*



*sweet corn*



*tomatoes*



*zucchini*

## BEVERAGES



**Natalie's**  
Natalie's Juice Co.



**hint**  
drink water, not sugar



**Juiced!**  
Cold-Pressed Juicery



**POM**  
WONDERFUL



**midwest**  
juicery

## FLORAL



*succulents*  
*mosquito plants*



*vibrant bouquets*  
*foliage planters*  
*aloe vera plants*



# SUMMER HOLIDAYS

MEMORIAL DAY- 5/31  
FATHER'S DAY- 6/20  
INDEPENDENCE DAY- 7/4  
LABOR DAY- 9/6





## MAXIMIZING SALES WHILE CONTROLLING SHRINK

Summer is prime produce selling season. With lots of sales comes the potential for large shrink therefore, managing inventory is critical during these months. Thoughtful ordering, effective merchandising, and proper rotation are essential for maximizing your department's profitability and reducing your shrink.

First thing in the morning, you should walk your department as if you are the customer. Look at your lead display. Does it draw people in with seasonal varieties? Limit the display to three to five SKUs. During your initial walk, look for cullable product, displays to fill, and cleaning opportunities. This walk should be done at the start of every shift. As you start the day with a fresh department, your team can focus on stocking, rotating,

and servicing customers. Getting the perishable items like grapes and berries out of the cooler and into your lead displays will help drive sales. This is the key to making sure your displays are appropriately sized. Make sure that any remaining product gets pulled into the cooler at night and put out first thing each morning.

High volume displays need to hold at least one day's worth of projected sales. If needed, spill displays can be added for high-volume weekend days. 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 help avoid any unnecessary shrink in these commodities.

Fruit Flies are always a seasonal battle. They only come around when they find a good food source. Keep displays and drains clean (as these are a popular breeding ground) and constantly rotate product. If you see start to see them swarming, search for their food source, immediately clean it and make sure to keep a close eye on that area moving forward.

If you have ripe fruit, sample it when allowed. Summer fruit flavors can vary from week to week, so let your customers know what fantastic flavors you have in store for them. Work with other departments to cross merchandise their best seasonal items to accompany your samples.



## SUMMERTIME CROSS-MERCHANDISING

Cross-merchandising complimentary items helps to build basket size and increase the blended margin of your promotional displays. Create a theme or recipe idea that customers will quickly understand as they approach the display. Signage, recipe cards, and décor help communicate the theme to your customers. Keep it clean, simple, and do not over use SKUs.

As center store sales have eroded due to online and big box retailers, consumers still prefer to purchase fresh items in person. Incorporating grocery items with produce is a good way to help drive incremental sales for the entire store. Make sure to coordinate who is responsible for maintaining the display.

### Summer Grilling Cross Merchandising Examples

- **Produce** – portabella mushrooms, corn, foil-wrapped potatoes, Garden Cut Garden Grillers, peaches, pineapple, green beans
- **Grocery** – charcoal, condiments, buns, plates/utensils, napkins
- **Meat** – pre-made burger patties, hot dogs, steaks, salmon, cedar planks, kabobs
- **Decor** – grill, cooler (consider offering a giveaway on these items to increase display appeal)
- **Beverages** – beer, water, lemonade, tea, cold-pressed juices, soda

Other themes to consider: hiking, camping, boating, graduation, and summer sports





## OUTDOOR EVENT SELLING

Entice customers to your store by bringing the produce department outdoors. Create a farm stand with ten to fifteen of your best priced seasonal offerings. These displays should be ones that will hold up in the heat throughout the day. Inform customers of the event weeks in advance (if possible) and as the day draws near, let them know what items will be available. Create excitement and increase their anticipation. Make this a big event and introduce two or three different items each day to encourage repeat visits.

High sales goals means bringing in lots of inventory and, thus, the opportunity for shrink. As customers may hold off on purchasing your promoted items in the days leading up

to the event, inventory control is crucial. Plan your deliveries accordingly to keep your product fresh.

Pricing is another key success with these types of events. Make sure price is not a barrier to your customers and build enough cushion to cover your potential shrink. If the event has a great turnout and is profitable, then you have succeeded in driving customer interest and should be able to repeat it. This should give both first time customers and returning customers a reason to keep coming back. Strong foot traffic will create lasting sales and keep your customers asking about your next event.



## LOCALLY GROWN

## LOCALLY LOVED

## LOCALLY BENEFICIAL



“Locavores” are those who strongly prefer products sourced from their communities. This preference is continuing to grow and becoming more prevalent. Locally grown programs have a positive impact on local economies, with the majority of consumers saying they prefer to buy local and support their local farmers.

Many believe that local products taste better because they have more time to ripen under the sun and less time in a warehouse or in transit. Buying from local sources also allows suppliers to drastically reduce their carbon footprints.

Give your display a farmer’s-market-feel with bushel baskets, burlap, and apple crates, take advantage of all the great variety locally grown produce presents. Large displays with great color breaks and signage will alert and entice your shoppers to buy from you versus your competition as you support your home market.

Using point of sale and other marketing materials will help consumers connect to the source of their food. Properly highlight local products with large signs saying “local” or “homegrown.” Display product info cards with information about the farm that has grown and harvested these items.

Indy Fruit has an exclusive Locally Grown program with posters, grower profiles, and POS. Contact your sales rep to get these items delivered to you.