

THANKSGIVING MERCHANDISING

Hang holiday banners or signs on available shelf or floor space to point the way to your holiday merchandise.

Include warm tones of fall leaves and harvest foods in your displays. Use plenty of browns, oranges, golds, and greens. The colors are often enough to steer consumers to your merchandise and influence buying decisions.

Convenience products save hosts time.

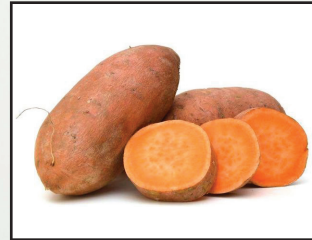
Fewer people are interested in making cooking an all-day affair. Customers often rely on a combination of home cooking and store-bought foods to save time and ease stress. Make sure to display value-added items for quick grab-and-go options such as cut broccoli, cauliflower, and diced onions/celery. Include often overlooked items such as grapes, pomegranates, persimmons, and clementines.

Include holiday dinner staples.

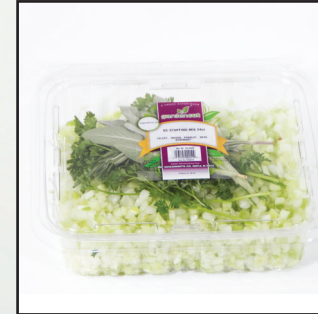
Focus on key Thanksgiving items like sweet potatoes and yams, celery, onions, cranberries, granny smith apples for apple pie. Have plenty of other items popular at the dinner table: broccoli, asparagus, brussels sprouts, cauliflower, cabbage, and carrots. Tie in mushrooms with green beans, and crispy onions; sweet potatoes with onions; and cranberries with celery.

Make sure to have a full offerings of herbs!

Herb and stuffing ingredients sell best at Thanksgiving, so make sure they can be easily seen in the department. Pay close attention to parsley, rosemary, thyme, sage, and poultry blends.



**Sweet Potatoes
#19658**



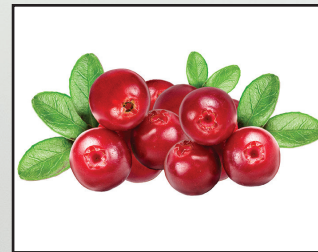
**Garden Cut Stuffing
Mix
#14026**



**Garden Cut
Onion/Celery Blend
#8442**



**Poultry Herb Blend
#19273**



**Cranberries
#2132**



**Fuyu Persimmons
#3247**

