

# 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.**

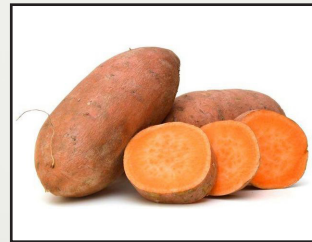
Fewer people are interested in making cooking an all-day affair. Customers often rely on a combination of home cooking and store-bought foods to save time and ease stress. Make sure to display value-added items for quick grab-and-go options such as cut broccoli, cauliflower, and diced onions/celery.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



**Garden Cut  
Stuffing Mix**



**Garden Cut  
Onion/Celery Blend**



**Poultry Herb Blend**



**Cranberries**



**Fuyu Persimmons**

