

The INDYpendent

Q4 MERCHANDISER : OCT-DEC 2021



**Indianapolis
Fruit**
Distributors of Fruits
Vegetables & Floral

  INDYFRUIT.COM  

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Table of Contents



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Q4 Merchandiser: Oct-Dec 2021

WHAT'S NEWS	
Always Growing	4
More Money, Less Waste	4
New Tech	4
Back At It	5
Transportation News	5
LABOR UPDATE	
Employment Opportunities	6
ONLINE ORDERING	
How to use the Website	7-8
How to use the Mobile App	9-10
GETTING TO KNOW US	
New Faces, New Places	12-13
Procurement - A Few of the Crew	14
Road Warriors - Area Sales Mangers	15
WINTER WONDERLAND	
Merchandising Tips for the Holidays	17-18
RETAIL ROUNDUP	
Seasonal Strategies	19-20
WINTER CROP GROWER PROFILES	
Booth Ranches	21
Shenandoah Growers	22
Phillips Mushrooms	22
SEASONAL AND HOLIDAY ITEMS	
Import Grapes	24
Domestic Citrus	24
Holiday Nuts & More	24
Thanksgiving Essentials	25
Christmas Essentials	25
New Year's Essentials	25
FLORAL	
Meet the Director	26-27
Winter and Holiday Floral	28
PRODUCE RESETS	
Before & After	30-31



**Indianapolis
Fruit** Distributors of Fruits
Vegetables & Floral

DANIEL CORSARO

PRESIDENT

Wow, it's an incredible time to be working in the food industry. Never has there been more of a premium put on nutrition, accessibility, and cuisine curiosity. Whether we're talking consumer trends accelerated through Covid-19 or opportunities to outmaneuver supply chain detours, this business is keeping us on our toes.

Indianapolis Fruit continues to deliver fresh produce, value-added items, and specialty products to more than 2,700 doors across 18 states on a weekly basis. Our team is wildly focused on constantly improving our customer experience through product assortment, service levels and physical engagement. Our leadership team spends time together on a bi-weekly basis evaluating all areas of the business and collaborating on best practices and fresh approaches.

Our customers are the lifeblood of what we have accomplished and what we want to accomplish. We understand the importance of being competitive, consistent, and connected. Along with continuing to offer an un-matched product assortment; we'll continue offering service(s) that elevate our retailers' business performance and execution.

As we look ahead, we still see mountains that need moved and trails that offer only narrow passage. We are not expecting it to be an easy journey, but one that we'll walk side by side with our customers. Our challenges continue to center around a national driver shortage, work-force retention, inflation, and material and packaging backlogs. We're actively adding new team members, investing in their training, and using data to make impactful decisions for the overall health of our business and your business as well.



What's News



Always Growing

FreshEdge continues to bolster its network of 'Best in Class' fresh food distributors. Our recent acquisition of Valley Produce in Knoxville, TN opens new distribution corridors into the Mid-South and Southeast. This allows us to provide intimate access to regional and local product offerings. FreshEdge now operates with approximately 600,000 square feet of temperature-controlled warehouse



More Money, Less Waste

Indianapolis Fruit is excited to begin working with Shelf Engine to offer retailers a fully guaranteed program on UPC'd-items. Shelf Engine's platform leverages artificial intelligence and consumer sales data to maximize retail sales and reduce food waste. Reach out today to sign up.



New Tech

Indianapolis Fruit recently installed new remote monitoring technology, Sonucu, throughout our main facility. This allows for fully automated 24/7 monitoring, alarming, and reporting.

Our QA Team is piloting a hand-held mobile QC app that allows for more real-time inspections and quality reviews in the facility. Data and information from the "check" become available instantaneously in the system and are easily shared with vendors.



Back At It

We were excited to get back to hosting our vendor partners in Indianapolis for some much missed time together.

Over the years our vendor partnerships have been the cornerstone of our ability to enhance our retailers' produce execution.

Our vendor roundtables are critical for education, product launches, new item introduction, and establishing expectations.



Transportation Update

Driver shortages remain the biggest hurdle in the transportation of fresh food. The American Trucking Association's latest data shows the industry was short nearly 70,000 drivers in late 2018 and has predicted that number to swell to more than 160,000 drivers by 2028. Indianapolis Fruit relies heavily on a network of professional operators to deliver fresh produce to our customers on every day. In order to do this we are currently working with multiple national recruiting firms, advertising in traditional and digital media platforms, offering on-site and immediate interviews, participating in local school programs, and providing support for licensing. Along with adding drivers we are evaluating any opportunities to leverage our family of companies to "localize" routes, making them more attractive to potential candidates.

Labor Update

BY: NICHOLLE DUNCAN, *DIRECTOR OF HUMAN RESOURCES*



Current National Labor Challenge

The pain has been felt in most industries across the country. Business recovery is happening faster than anticipated, while the nation is facing an unprecedented labor shortage. It is a very tight labor market and companies are working every angle to ensure they can meet customer demand.

Indy Fruit Labor Challenge

At Indy Fruit recruiting efforts have intensified over the last year. While most companies were faced with a decline during the pandemic, Indianapolis Fruit experienced substantial growth. Bringing on new team members to manage that growth has been a consistent focus.

Driving positions are the most difficult to fill. Driver recruiting is an industry-wide challenge. National businesses opening and growing simultaneously has intensified the recruiting challenge. Candidates now have more options now.

Indy Fruit regularly has 5-6 driver interviews scheduled daily. Often candidates have multiple open offers.

Indy Fruit Recruiting Efforts

Recruiting partnerships:

- *Recruiting agencies with larger driver pools*
- *Regular engagement with driver schools and graduating classes*
- *Local workforce outreach organizations*

Traditional efforts:

- *On-site recruiting events and pop-up job fairs*
- *Billboard and radio advertisements*

Digital Efforts:

- *Weekly company website job opening announcements*
- *Social Media platforms and recruiting websites*

Incentives:

- *Referral incentives for candidates and any referring employee*

Our Indy Fruit Transportation team has worked hard to be creative in meeting our customers' expectations. Some of these solutions include route adjustments, utilizing sister companies, and even our transportation leadership team getting behind the wheel to complete routes. It is all hands on deck at Indy Fruit.



Long Term Planning

The Human Resources team is constantly developing recruiting partnerships and regularly publicizing open positions to the appropriate audience. We do recognize that all recruiting efforts are ineffective if we are not focused on employee RETENTION.

The team works alongside managers to ensure new team members are receiving needed training, addressing concerns during their employment, and fostering a family environment. Our goal is to maintain an attractive work environment where team members feel comfortable and know they are contributing to the team's success each and every day.

How to Order Online using the Website

BY: BRIAN TRUAX, VICE PRESIDENT OF BUSINESS DEVELOPMENT



FIRST: Go to **Orders.indyfruit.com**

1. Enter your Indy Fruit Customer number under the ID
2. Enter your Indy Fruit Customer number under the password
3. Click on Place an Order at the top of the screen

4. Click Start an Order
5. Receiving date will automatically populate to next delivery date

6. Type in the amount of cases you need for delivery two weeks out then hit submit

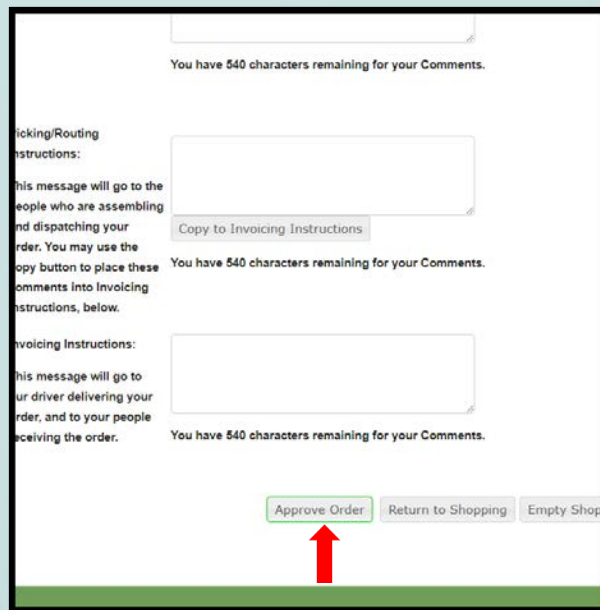
Item #	Description	UPC	PLU	Price	Order	Pack	Retail Qty	Retail Unit	Retail Price	Margin
22454	HF MEATLOAF BALSAMICO 2 CT <i>Attn</i>	854765007824		\$20.48	3	0	1	EA	\$19.99	28.76%
22455	HF CREAMEST MUSH-ROOM RAVIOLI 2 CT <i>Attn</i>	854765007831		\$20.90	3	0	1	EA	\$17.99	33.57%
22456	HF SUGAR SHERRY SHALLOT 2 CT <i>Attn</i>	854765007915		\$31.00	3	0	1	EA	\$19.99	22.40%
22458	HF CRISPY HOT HONEY CHICKEN 2 CT <i>Attn</i>	854765007848		\$20.48	3	0	1	EA	\$19.99	28.76%
22213	HF MUST PEPPERCORN STEAK 2 CT <i>Attn</i>	854765007888		\$31.00	3	0	1	EA	\$19.99	22.40%

7. Hit Checkout

(continued on next page)

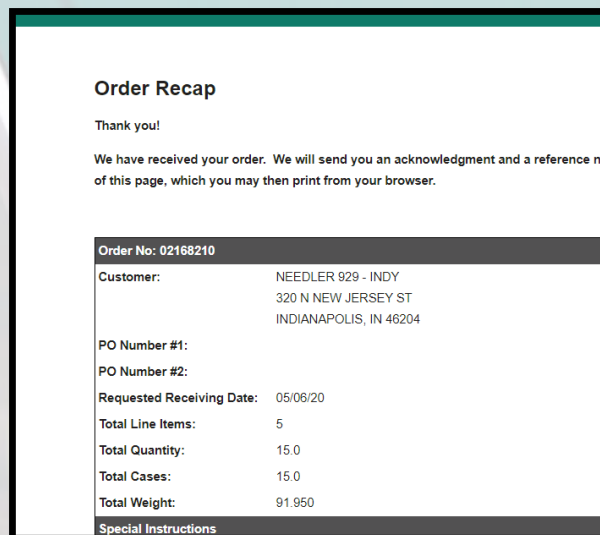
Website Ordering (cont.)

8. Hit Approve Order at the bottom of the page



This screenshot shows the bottom portion of a website ordering page. It includes three text input fields for comments, each with a placeholder text "You have 540 characters remaining for your Comments." Below the first field is a "Copy to Invoicing Instructions" button. Below the second field is another "Copy to Invoicing Instructions" button. Below the third field is a "Copy to Invoicing Instructions" button. At the bottom of the page, there are three buttons: "Approve Order" (highlighted with a red arrow), "Return to Shopping", and "Empty Shop".

9. If you successfully submitted your order you will see the following screen.



This screenshot shows the "Order Recap" page. It includes a "Thank you!" message and a confirmation message: "We have received your order. We will send you an acknowledgment and a reference number of this page, which you may then print from your browser." Below this is a table with order details.

Order No: 02168210	
Customer:	NEEDLER 929 - INDY 320 N NEW JERSEY ST INDIANAPOLIS, IN 46204
PO Number #1:	
PO Number #2:	
Requested Receiving Date:	05/06/20
Total Line Items:	5
Total Quantity:	15.0
Total Cases:	15.0
Total Weight:	91.950
Special Instructions	

FINISHED! Continue reading for mobile ordering app procedures in the following column.

How to Order Online using the Mobile App

FIRST: Install Indy Fruit Mobile Ordering App.



Download on the Google Play for Android devices or the App Store for Apple devices.

1. Enter your Indy Fruit Customer number under the ID
2. Enter your Indy Fruit password
3. Select Log In

My Settings X

Version 1.7.1

Account ID:

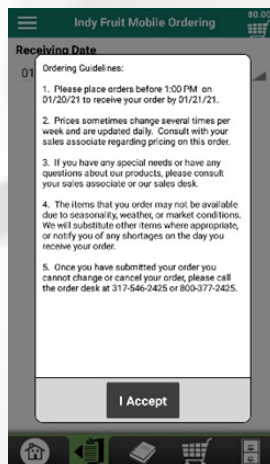
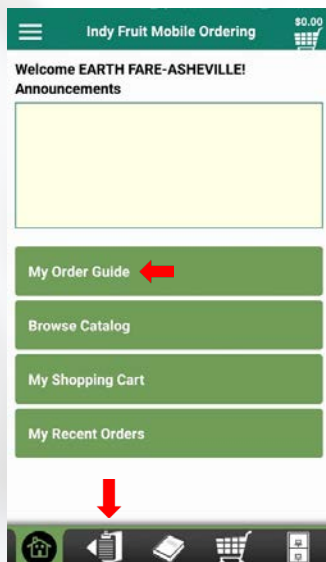
231932

Password:

.....

Log In Send My Password

4. Select My Order Guide from options listed on the Home Screen or by selecting the clipboard symbol located at bottom of screen. Hit Accept.



5. Receiving date will automatically populate to next delivery date. Use pulldown to select a later date if needed. Hit Submit.

Indy Fruit Mobile Ordering \$0.00

Receiving Date

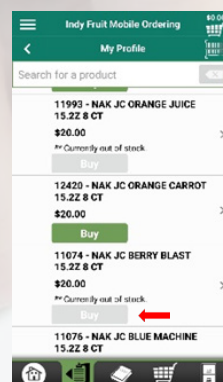
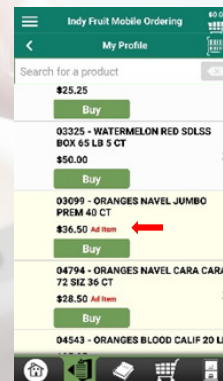
01/15/2021 (Friday)

Submit

Ordering:

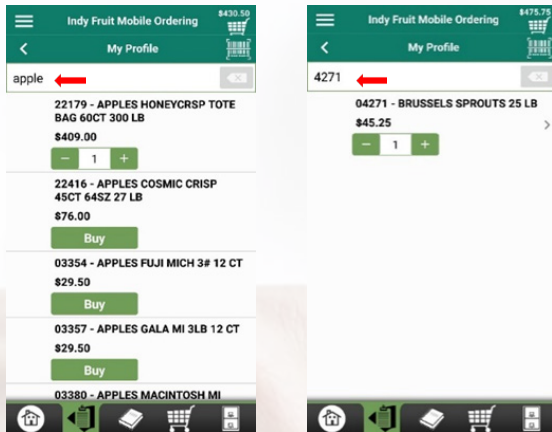
6. Hit Buy and use the + - to select the amount of cases you need of each item for delivery.

NOTE: Ad items are highlighted and marked. Items that are not in stock are grayed and marked.

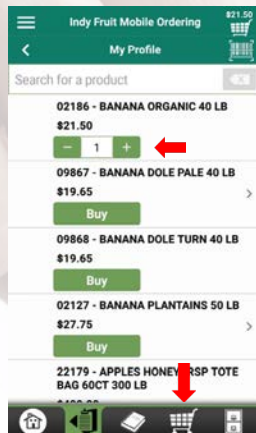


Mobile App Ordering (cont.)

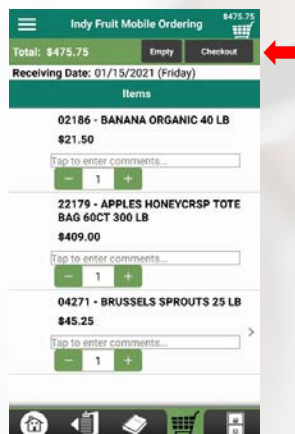
7. You can search for specific product by entering a key word or the item # in the search box.



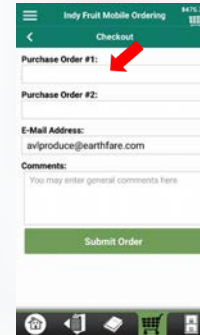
8. Once you have all items entered select the shopping cart located at the top and bottom of your screen.



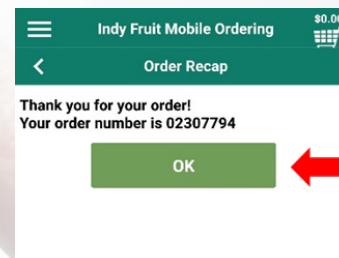
9. Hit Checkout once you are done confirming your order date and selections.



10. Enter PO# if needed and hit Submit Order at the bottom of the page to complete your order.



11. If you successfully submitted your order you will see your order number on the screen.
Hit OK. You're done!



*You can view past orders by selecting the Filing Cabinet icon at the bottom of the screen.



HUDDLE UP FOR THE ULTIMATE **TAILGATE TRUCKS GIVEAWAY**

AFM is giving away up to
10 TRUCKS + TAILGATE GEAR TO LUCKY WINNERS.
A total giveaway valued at \$500,000!*



*Individual prize package valued at approximately \$50,000.

Guac the Tailgate: **October 11th - December 27th**
Contact ifcmarketing@indyfruit.com for more details

New Faces, New Places



Wendy O'Brien

Vice President of Sales & Marketing

What I like about working at Indy Fruit is: "the family-like atmosphere in the building regardless of your position."

FAVORITES

Food: Steak and potatoes

Team: University of Alabama
(all sports)

Hobby: Going to the movies
with her husband and kids



Ross Nelson

Vice President of Retail Execution

"What I enjoy about working with Indy Fruit is the team we have that is passionate about produce. The industry is vast and has such a family atmosphere. It's fun to work with great customers and helping to sell produce."

FAVORITES

Food: BBQ / Anything sweet

Team: Detroit Red Wings

Hobby: Being chauffeur for all my kids activities and when not doing that getting outdoors.



Brian Truax

Vice President of Business Development

"Indy Fruit gives me the freedom and flexibility to uniquely help each individual customer. They have put together an incredible team, and it makes me confident that we are the right partner for the new stores that my team brings into the Indy Fruit Family."

FAVORITES

Food: Japanese Hibachi

Team: Indianapolis Pacers

Hobby: Pickup basketball;
taking my family to Disney
World.



Chelsea Mascari

Vice President of Garden Cut

"What I like about working with Indy Frui is the fast pace and constantly evolving work. No two days are a like. The people, from our team to our customers."

FAVORITES

Food: Favorite fruit is Strawberries. Favorite vegetable is Broccoli

Teams: Indianapolis Colts, Indianapolis Pacers, Indiana Hoosiers, and Chicago Blackhawks

Hobby: Snow skiing, travel, and reading



Doug Brattain

Vice President of Transportation

"The most positive component of my career with Indianapolis Fruit over the past three decades has been the flexibility, trust and autonomy to showcase my skill sets in a variety of functional areas and rolls."

FAVORITES

Food: It varies with the season, but I do enjoy a good surf and turf

Team: Indianapolis Colts

Hobby: I love to be active and work with my hands ~ motorcycles, remodeling, construction, cooking, BBQ smoking and firearms



Jesse Nealy Jr.

Vice President of Operations

"Every day is a new day when working in produce no two days are the same. One thing I am very proud of is that not only have I worked very hard at keeping a normal life since becoming an amputee but I am active in the amputee community...helping to guide people who are going to have an amputation by answering any questions they might have."

FAVORITES

Food: Big juicy steak

Team: Green Bay Packers

Hobby: Fishing

Current Job Opportunities

Apply Online Today!

Full-time employees are eligible to participate in our benefits program that includes 401(k), health, dental, life insurance, short & long-term disability, paid vacation, and paid holidays.

Please visit or send interested candidates to the Career Page at indyfruit.com/careers. A member of Human Resources will reach out with next steps.

Procurement – A Few of the Crew



John Bova

Tomatoland Manager

"I love having the opportunity to buy from all over North and South America and getting develop connections with growers. Also moving from area to area as the seasons change is challenging but I love to help make it all come together. I enjoy the fast pace always changing markets."

FAVORITES

Food: Good homemade food of any kind; mostly ethnic and from different cultures

Team: Indianapolis Colts



Rusty Fuernstein

Procurement Manager

"I like working at Indianapolis Fruit because of the changing dynamics of the business. Each season is different from the previous year and that creates excitement and new opportunities. It's rewarding knowing that we are providing quality produce for people to enjoy."

FAVORITES

Food: Meatloaf, Carrots, and Onions

Game: Energy: Anti Stress Loops

Hobby: Model Railroading



David Rosenberg

Produce Buyer

One thing I like about working at Indy Fruit is that there is: "nothing like walking through a warehouse full of produce every morning."

FAVORITES

Food: Apples

Team: Carolina Panthers

Hobby: Cooking, working out, and traveling

Road Warriors – Area Sales Managers



Mike Smallwood

Area Sales Manager

"I like working at Indy fruit because I am surrounded by like-minded produce professionals that possess a customer first mentality as well as an outstanding knowledge of the produce industry."

FAVORITES

Food: New York strip steak

Team: Chicago Bears

Hobby: Camping with wife (Sandy) and dog (Suzie)



Kevin Guilfof

Area Sales Manager

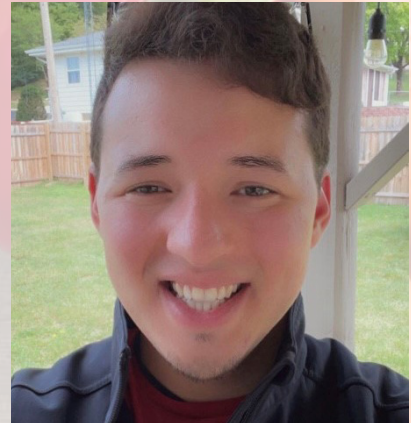
"It is a pleasure to work daily with dedicated associates all seeking one common goal. customer service"

FAVORITES

Food: Wings

Team: Notre Dame (football)

Hobby: Golf



Edwin Cadena-Luevano

Area Sales Manager

"I love working for Indy Fruit (specifically in sales) because we are allowed to let our imagination soar!"

Brainstorming ways to help our customers grow results into our success and that is most rewarding for me."

FAVORITES

Food: Tamales

Activity: Mountain Biking

Hobby: Landscaping and Gardening

Merchandiser Magic

Our merchandising team is averaging 354 customer conversations/visits on a weekly basis; we are dedicated to staying connected and engaged with all of our customers.

Our merchandising team has executed more than 275 department resets and grand openings in 2021.

Our 15 person merchandising team stacks up with more than 250 combined years of fresh produce experience.

It's Antioxidant Season.



Item #22366

Item #4414

Item #19674

Item #15891

Fight the free radicals that cause oxidative stress with POM Wonderful beverages, pomegranate arils, and pomegranates. They're a great way to give your family an antioxidant super boost.

Winter Wonderland

**MERCHANDISING TIPS FOR THE HOLIDAYS WITH
MIKE SMALLWOOD, AREA SALES MANAGER**

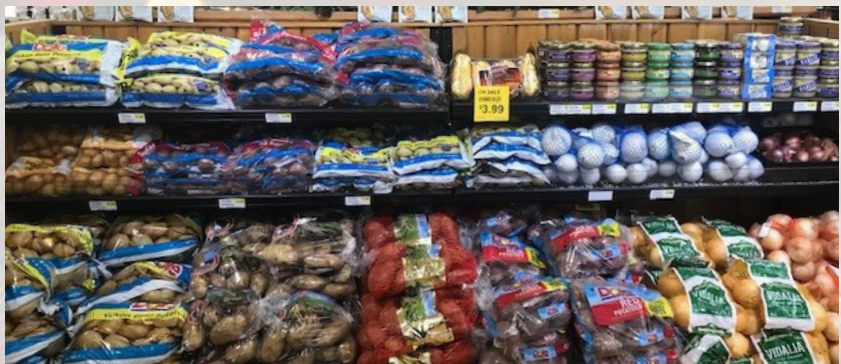


It is important to identify what is important to your customers as the seasons change and the weather turns cold. The seasonal shift is taking place and customers are cooking for larger sit-down family meals.

Cooking vegetables are starting to get more attention. Items like broccoli, cauliflower, green beans, carrots, brussel sprouts, mushrooms, turnips, spinach, greens, kohlrabi, all hard squashes, and cabbage will be important pieces to the puzzle as you assist your customers in planning their meals.

Don't forget the basics. This is an outstanding time to promote and sell potatoes: red, gold, or white. Onions are equally as important as crockpots will be heating up.

As you navigate the seasonal shift, find extra opportunities for some complementary selling. In the produce department you will need dried soup mixes, toppings, and all kinds of dips, dressings, and marinades.



During these months there will be a shift in snacking habits. Customers have been eating apples all fall and will be looking for other options. Pears, oranges, and varietal citrus will fit the bill. Clementine's are huge this time of year. Build some massive, fresh displays and watch it fly out the door!



Lead off your department with large in-season displays, show your customers some value, and promote tonnage whenever possible.



Keep it fresh. Keep it relevant. Keep it full.



Retail Roundup

SEASONAL STRATEGIES WITH
ROSS NELSON, VICE PRESIDENT OF RETAIL EXECUTION



October brings the seasonal shift into the winter cooking for hearty meals. Departments should now be merchandised to focus on apples, potatoes, onions, cooking vegetables and citrus. Your fruit set should be centered around apples and citrus as these categories will continue to grow in varietal offerings. Make sure you are ready to adapt your space to fit the new flavors and items as they become available.



The first big selling event of the season is Halloween. This is the time to really focus on fall. Pumpkins and gourds will be huge, as should your displays. Keeping your display full up to the week leading into Halloween will drive sales with customers. Working towards running out on Halloween Sunday will be key for your shrink. Do not be afraid to sell out on Saturday the 30th. Be sure to have an apple chart prominently displayed to help answer any questions your customers have about the varieties you have available. You can not have Halloween without apple cider and caramel apples. The incremental items such as caramel apple dip, cider spice, and apple crisp will create even more opportunities to build your customer's basket size.



Be sure to stay prepared, have a plan, and sell your way to success for the Holidays!



November means Thanksgiving, but there are other great opportunities in this month to drive sales. Hard squash is a popular item this month. Work with your grocery department to cross merchandise brown sugar near your display. Feature a different vegetable each week. A few options are artichokes, broccolini, and rainbow carrots. The opportunities are endless to sell your customers on new items. Early November is a great time to look at all the dry goods and items not regularly purchased. Dust them off, check their dates, and order as needed. As we roll into Thanksgiving building your holiday displays will be key to building your customer's meals. We all know the favorites – sweet potatoes/yams, mashed potatoes, green beans, cranberries, celery, and the new up and comer brussel sprouts. Getting your orders in early and building your inventory will be key to having a successful Thanksgiving holiday. Do not chance your opportunity to sell, be ahead and clean up Tuesday and Wednesday to ensure you are maximizing your sales potential. The weekend after Thanksgiving is always a slow time, but provides a great opportunity to give the department a nice cleaning. Be sure to clean up all of the Holiday items left over and make some great notes for next year. The selling opportunity will be in grab and go items and in Thanksgiving leftovers with lettuce for those turkey sandwiches, clementines to snack on, and salads to eat a little healthier.

December is the month of holidays and more family gatherings. The month starts out slow, but weekend parties and holiday get togethers will drive sales opportunities. Party trays will be big this month, especially for weekends. Baking is in full swing so nuts will be a big part of every basket. In shell and out of shell varieties will be items that need to be part of your holiday display. A nice holiday display should be setup early in the month and consist of holiday nuts and fruit baskets. Christmas may not be the meal holiday Thanksgiving is, but there are great opportunities to sell fresh produce to customers. There are many Christmas favorites that people look for, but pineapple is always a key part of this holiday. Some Thanksgiving favorites repeat this month including like green beans, brussel sprouts, potatoes, onions, and fresh herbs. Breakfast items are more important for this holiday than Thanksgiving. Berries and fruit will also be big keys to success.

Finishing off the year is New Year's Eve. Party trays are huge this holiday. This a great time to clean up on any nuts you may be carrying. They are perfect for parties. Black-eyed peas are considered to be good luck for the New Year, so make sure you have plenty.

Lemons and limes will be key ingredients in drinks so be sure to have secondary displays in the alcohol section or near the seafood aisle.

Winter Crop Grower Profiles



Booth Ranches

- 1 A TRADITION OF EXCELLENCE - Strong family values and a love of the land is the driving force behind Booth Ranches. Our passion began back in 1957 when Otis Booth Jr. founded Booth Ranches and Loren Booth continues this tradition every day.
- 2 COMMITTED TO SERVICE & QUALITY - As a fully integrated citrus company, we only pack fruit grown in Booth Ranches citrus groves. Since we own 100% of the groves and the packinghouses, we have the ability to ensure that the Booth family commitment to be the best is achieved. We proudly put our name on every piece of fruit that we pack.
- 3 PHILOSOPHY - Our organization applies the latest advanced technology, and a strong work ethic to meet the host of challenges derived from growing, environmental stewardship, harvesting, packing and marketing. We are unique because we are fully integrated with only one grower. We do not have outside pressure to pick and pack outside growers. We only pick and pack our own fruit and only when it is ready to eat.

FARM STATS

Location: Orange Cove, CA

Founded: 1957

Products: Navel Oranges

Valencia Oranges





Shenandoah Growers

FARM STATS

- Location:** Rockingham, VA
- Founded:** 1989
- Products:** Organic Lettuces, Organic Living Herbs, Organic Fresh-Cut Herbs, Organic Stir-in Purees

Shenandoah Growers, Inc. and the That's Tasty brand are changing the game and reinventing the way food is grown. We are not only the leaders in the fresh herb category, but we are daring to reinvent how other food categories are grown, and transported, too.

We are the largest indoor vertical growers and pioneers of a network of indoor bioptic grow systems that are allowing consumers to get local produce --even in environments with extreme weather. That means we provide a 365-day supply of fresh, organic herbs to grocery stores, so millions of consumers can now eat locally all year.

Every That's Tasty product that we put on the shelves is healthy, delicious and aimed at making the world a lot more flavorful!



Phillips Mushrooms

FARM STATS

- Location:** Kennett Square, PA
- Founded:** 1927
- Products:** Mushrooms: White, Crimini, Portabella, Specialty, Organic

Based in Kennett Square, Pennsylvania — the Mushroom Capital of the World — Phillips Mushroom Farms is the largest grower of specialty mushrooms and a leader in overall mushroom production. For over 90 years and through four generations, the Phillips family has put a focus on innovation and quality to provide consumers with the best-tasting mushroom.

Over the course of history, our farm has grown from a few modest mushroom doubles selling out of a pickup truck to being one of the largest mushroom companies in the US, selling over 57 million pounds of mushrooms per year!

State of the art technology, improved business processes, and decades-long experience give us the competitive edge we need to satisfy customers nationwide. Our continued investment has given us the ability to continue our passion for quality and service.

Healthy. Handy. Delicious.

Invite Michigan Apples to your next family gathering and enjoy fresh, quality fruit from the place where apples love to grow.



2021

HARVEST

MICHIGAN APPLE SCHEDULE

24.7 MILLION BUSHELS OF APPLES



PAULA RED
First-available and eagerly awaited. Pleasingly tart. Available: Aug. 21



GINGER GOLD
Sweet-tasting, with a hint of tartness. Stores well. Available: Aug. 24



HONEYCRISP
Sweet as honey, with a crisp bite. Creating quite a buzz! Available: Sept. 15



EMPIRE
Versatile with a firm texture. Sweet, yet tart flavor. Available: Sept. 23



JONAGOLD
Michigan grows them best! A must-try. Available: Sept. 28



FUJI
A popular late-season variety. Crisp and sweet. Available: Oct. 2



ROME
An old-time favorite. Excellent for baking. Available: Oct. 10



EVERCRISP
Sweet, juicy and firm. Packs a powerful crunch. Available: Oct. 16



GALA
A consumer favorite. A soft bite over a mellow sweetness. Available: Sept. 5



MCINTOSH
A classic by any standards. Juicy with a lightly tart flavor. Available: Sept. 5



JONATHAN
A crisp, spicy tang that blends well with other apples. Available: Sept. 23



GOLDEN DELICIOUS
A gingery-smooth taste. Known for its sweetness. Available: Sept. 28



RED DELICIOUS
America's most popular. Full-flavored sweetness. Available: Oct. 2



IDA RED
Tastes tangy and tart. Great for sauces and pies. Available: Oct. 9



BRAEBURN
Firm apple with spicy-sweet flavor. Stores very well. Available: Oct. 25



CRIPPS PINK
Pinkish skin with crisp, juicy flesh. Tart with a sweet finish. Available: Oct. 31

Michigan Apple Wonton Cups

12 servings

Ingredients:

- 3 Michigan apples*, finely diced
- 1 ½ cups Michigan apple cider, divided
- ¼ cup granulated sugar, plus additional for sprinkling
- ½ teaspoon ground cinnamon
- 2 tablespoons cornstarch
- Nonstick cooking spray
- 12 (4-1/2-inch) wonton wrappers
- Caramel sauce, for serving (optional)
- Whipped cream, for serving (optional)

*Suggested varieties: McIntosh and Fuji

Preparation:

1. In medium saucepan, stir together apples, 1 cup cider, sugar and cinnamon. Cook over medium heat 5 to 7 minutes or until apples begin to soften, stirring frequently. In small bowl, whisk together cornstarch and remaining ½ cup cider. Stir cornstarch mixture into apples; cook 1 to 2 minutes or until mixture has thickened, stirring constantly. Remove from heat; let cool.
2. Preheat oven to 350 degrees F. Lightly spray 12-cup muffin pan with cooking spray. Press 1 wonton wrapper into each muffin cup, taking care to press against bottom and sides of cup. Lightly spray wrappers with additional spray. Transfer to oven; bake 8 minutes.
3. Remove cups from oven; divide apple mixture between cups. Lightly sprinkle cups with additional sugar. Return to oven; bake 8 minutes. Serve garnished with caramel sauce and whipped cream, if desired.

MichiganApples.com



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APPLES



Seasonal Holiday Items



Import Grapes

An eye-catching and accessible display of grapes is one key way to keep shoppers purchasing them throughout the year. Highlight different grape varieties and time your promotions for the season. Cross-merchandise grapes with stone fruit, juices, and ciders.



Domestic Citrus

Promote navels this time of year as they are a natural cold and flu remedy. The vitamin C prevents and protects against seasonal bugs and viruses. Citrus adds color and aroma to any winter produce display.



Holiday Nuts & More

Seasoned walnuts have exploded in popularity among consumers looking for a nutritious snack. Wonderful pistachios provide fantastic point-of-sale materials which gives you additional display space. Whole medjool dates and jumbo raisins add to the holiday indulgence and New Year's healthful eating trends, so make sure to have them out for your customers to buy.

Thanksgiving Essentials

Sweet Onions

Green Beans

Brussels Sprouts

Fingerling Potatoes

Red Creamer Potatoes

Bi-Color Corn

Christmas Essentials

Winter Citrus

Apples

Grapes

Strawberries

Fresh Herbs

Winter Squash

New Year's Eve Essentials

Pineapple

Squash

Fresh Greens

Grapefruit

Asparagus

Zucchini

Meet Our New Floral Director!



Jennifer Butcher

Floral Coordinator

Jennifer is a lifelong resident of Miami County, Tennessee, where she currently lives with her husband of 32 years. Together they have two adult children and two beloved Great Pyrenees. She's also the proud grandmother of a Saint Bernard and a Cane Corso. Her family loves big dogs.

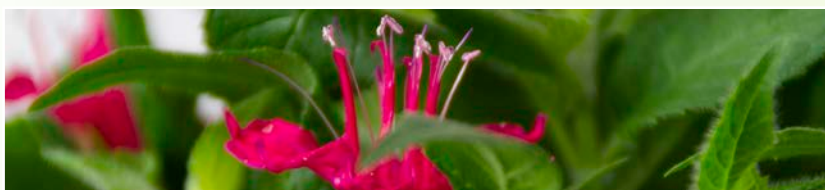
Meet our new Floral Director, Jennifer Butcher. We are excited to welcome her to the Indy Fruit family. She has worked in the floral industry more than 30 years. She started as a delivery driver while in college, was head designer at the Banner Flower House for 13 years and the proud owner of What's Blooming Flowers.

Jennifer graduated from Purdue University where she studied Interior Design. Her time there gave her a solid foundation for her lifelong passion of working with flowers and natural materials. Her family are her biggest cheerleaders in every aspect of her life. It was in sports they instilled in her when you do something, when you do your best, every time!

She is all about the water. Jennifer has been swimming since she was 6 months old. She loves to water ski, snow ski, scuba dive, and hang out on a boat. Her happy place is always at the beach. During the interview process with Indy Fruit, she was asked what superpower she would want and her immediate answer was, "breathe under water!"

Jennifer is a life long learner and actively continues her floral education. She still takes design and floral business classes. She will be testing for her American Institute of Floral Designers (AIFD) certification in October of 2021. She is always looking for ways to learn and grow.

It is her competitive drive that excites Jennifer about the opportunity to work for Indy Fruit. Jennifer knew immediately she could use her design skills and business acumen to grow our floral business. She is thrilled to work not only with the Indy Fruit team, but also our customers in her new role.



We asked Jennifer for a few of her favorite tips and tricks for handling and care on floral items.

- **Keep it Clean!** Use clean buckets and tools. Always use a disinfectant when cleaning your buckets.
- **Rotate your bouquets!** When the new bouquets come in, do not just shove them in with the old bouquets. Rotate the older bouquets to the area of the cooler that is easy to access by the customer.
- **Watch those plants!** Be sure to look at your plants every day. Wind and humidity will effect a plants moisture content. The only way to know for sure how moist they are is to stick a finger in and feel the soil.



POP your sales with **COLOR!**

Floral departments are often located at the front of the store. This gives you the opportunity to catch your customer's eye as soon as they walk in the door. Be sure to use color, texture and variety to make your display interesting, inviting, and sellable. Be creative!

During the Christmas season, incorporate evergreen wreaths and poinsettias along with some pinecones and gift items.

One of the advantages to being in a grocery store setting is your access to items from other departments. Speak with the other departments and work to combine your products and create a displays that will benefit all departments. Include pumpkins and apples in your fall offerings. Forget the fertilizer and gardening tools when planning for your spring bulb sets.

Winter & Holiday Floral

Winter



Item# 7760

Seasonal Arrangement

Size: 4 CT

UPC: 841038117175



Item# 1763

Small Mason Jar

Size: 9 CT

UPC: 729571266911



Item# 1831

Rustic Blooms Bouquet

Size: 10 CT

UPC: 871260009146



Item# 7395

6.5" Red Poinsettia

Size: 8 CT

UPC: 033383965901



Item# 24310

Amaryllis and Paperwhite

Bulb Shipper

Size: 18 CT



Reduce Labor Cost

Minimize Product Shrink

Minimize Food Safety Liability

WELCOME TO
THE PARTY!

Item #8055



Item #21541



Item #17970

garden cut
A FRESH EXPERIENCE

Item #12042



USDA & FDA Certified Fresh Kitchen
Chef Curated Gourmet Grab-and-Go Offerings
Salads, Sandwiches, Snack Plates, & More

Item #20970



Item #20975



Item #20972



Item #20978



Item #20977



Item #20971



Item #20976



Item #20968

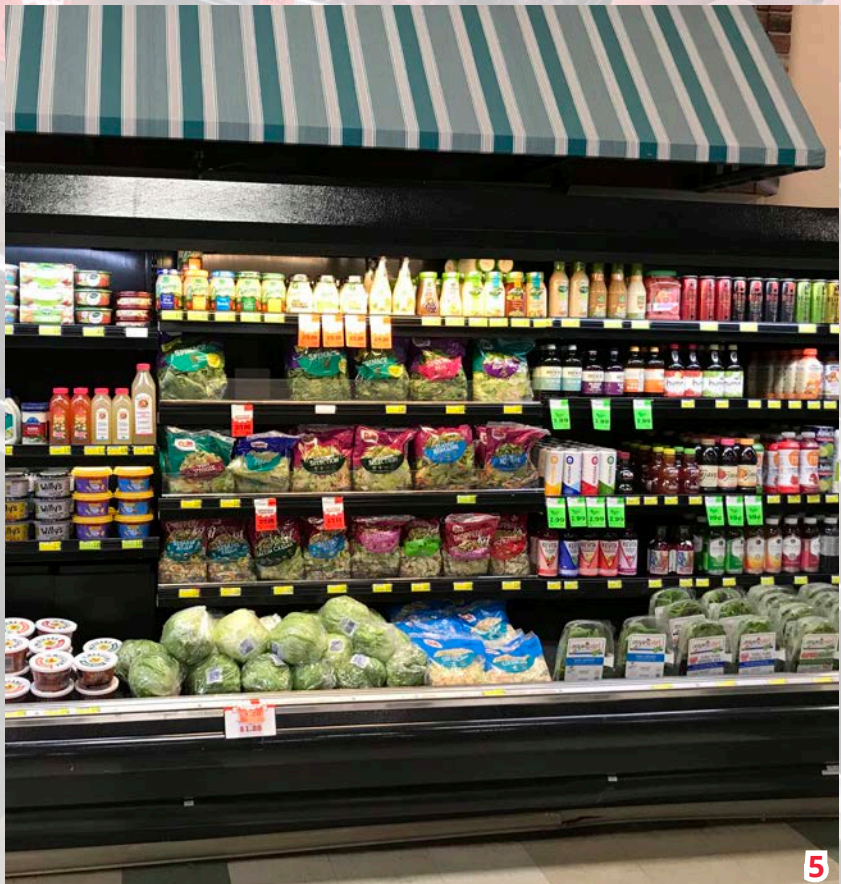




WHY RESET?

Resets offer more opportunities for your department to grow sales and basket size. Introducing your customers to new items will offer them the ability to discover new items in a fresh way.

Before





After





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