



VINE LINE  
PRODUCE DISTRIBUTION

AUGUST 6, 2020

# NEWSLETTER



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## CURRENT PROMOTIONAL ITEMS

- ◆ Junior Mints & Tootsie Caramel Pops  
- due back Saturday, August 8, 2020
- ◆ Halloween Plants  
- due back Saturday, August 8, 2020
- ◆ Christmas Plants  
- due back Thursday, August 15, 2020
- ◆ Concord Apple Items  
- due back Saturday, August 15, 2020

## NEW ITEMS COMING

- #53208—Marzetti Caramel Dip Shipper 36/13.5 oz.
- #77426—White Foam Tray 17S 1000 ct.
- #2070—36/40 Minneola
- #1774—90 ct. Bartlett Pear
- #3983—70/80 Michigan Cantaloupe

## DONE ITEMS

- #92735—Jalapeno smoked salmon spread 1/6 lb.
- #4005—88 ct. Gala
- #5133—72/80 WA X-fancy Honeycrisp

## WEEKLY BOUQUET

### Picture Perfect Bouquet

Bouquet week of: August 9:

Bouquet: 12 ct.

Code: #37186

Case Cost: \$57.00

Unit Cost: \$4.75

SRP: \$6.99

Margin: 32%



## Pears, the forgotten fruit!

Pears used to be a dessert for Kings and Queens! They were also one of the first fruit trees to be grown on wire, called espalier. This technique now is how many fruit orchards are being transformed. Pear sales have slipped the past few years due to two main issues. Weather conditions in the Pacific Northwest have caused lower yields and heavy pressures from grapes and berries have cut into sales. USA Pear statistics of 2019, show the top three performers, Bartletts at 37%, Anjous at 19.9%, and Bosc's at 15.1%. The remaining eight shipping varieties account for the final 25%. Let's look at the 4 P's of Pear sales to bring them back to your consumers basket.

Pricing, Promotions, Product, and Placement. Part of smart pricing is monthly ads and/or managers specials. This puts Pears back on the consumers radar. They are for the most part an impulse buy item. Another tool to use is price averaging when possible. If all the varieties are the same retail, you have a better chance of getting variety sales.

Promoting draws attention to product and causes excitement. Sampling ripe fruit can help immensely. Eye catching displays with multiple varieties and sizes, large sizes are bulk, smaller are either bagged or trays. This provides consumers with options. Promoting tie-ins such as gourmet crackers and cheeses, wine and nuts help to sell an evening dessert. Many people add fresh fruit to their salads and sweet, juicy Pears are a natural addition.

We've discussed the 3 strongest sellers, but when you can, add more varieties in season. This makes your pear display a destination stop and will catch extra sales. November and December are the perfect months for more varieties with holiday recipes, baking, and entertaining.

Every square inch of space is valuable with many items wanting the lead position. A good rule of thumb is to use the front area of your department for special buys or lead ad items, first of the season crops, and peak season promotions. This way you can rotate pears to the front at times and push the impulse sales.

Proper care and handling is essential! Never dump pears onto a display, or stack more than 3 deep. This will cause bruising and crushing. Store in your cooler **OFF** the floor and never more than 4 cases high. Cull your display regularly, pulling bruised and overripe fruit. To tell ripeness, the neck of the pear should yield to light pressure. Only Bartletts change colors when ripe.

Good Luck and Good Selling! Paul Kwiatkowski