



VINE LINE  
PRODUCE DISTRIBUTION

AUGUST 13, 2020

# NEWSLETTER



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## CURRENT PROMOTIONAL ITEMS

- ♦ **Christmas Plants**  
- due back Thursday, August 15, 2020
- ♦ **Concord Apple Items**  
- due back Saturday, August 15, 2020
- ♦ **Fall Plants**  
- due back Saturday, August 29, 2020
- ♦ **Fall Mums & Asters**  
- due back Saturday, August 29, 2020
- ♦ **Holiday Herbs and Purees**  
- due back Saturday, August 29, 2020

## NEW ITEMS COMING

- Code: 30368 Dried Ancho Chile 3/.5 oz.\*\*
- Code: 30369 Dried De Arbol Chile 3/.5 oz.\*\*
- Code: 30371 Dried Chipotle Chile 3/.5 oz.\*\*
- Code: 30370 Dried Japonese Chile 3/.5 oz.\*\*
- Code: 30372 Dried Ghost Chile 3/.5 oz.\*\*
- Code: 30373 Dried Guajillo Chile 3/.5 oz.\*\*
- Code: 30374 Dried Habanero Chile 3/.5 oz.\*\*
- Code: 30375 Dried New Mexico Chile 3/.5 oz.\*\*
- Code: 30376 Dried Pasilla Chile 3/.5 oz.\*\*
- Code: 30377 Dried Pequin Chile 3/.5 oz.\*\*
- Code: 30378 Dried Mushroom Chanterelle 3/.5 oz.\*\*
- Code: 30379 Dried Mushroom Morel 3/.5 oz.\*\*
- Code: 30389 Dried Mushroom Oyster 3/.5 oz.\*\*
- Code: 30380 Dried Mushroom Porcini 3/.5 oz.\*\*
- Code: 30381 Dried Mushroom Portabella 3/.5 oz.\*\*
- Code: 30382 Dried Mushroom Shiitake 3/.5 oz.\*\*
- Code: 30383 Dried Mushroom Forest Blend 3/.5 oz.\*\*
- Code: 3935 V.F. 48/50 Peach
- Code: 4256 2 lb. Black Plum
- Code: 1594 5 ct. Honeycrisp
- Code: 1878 25/30 ct. Star fruit

## DONE ITEMS

- Code: 1592—5 lb. Blueberries
- Code: 4242—12/3 lb. Honeycrisp
- Code: 3979—70/80 Pacific Rose
- Code: 3974—70/80 Smitten
- Code: 3826—Sweet cherries

### Fresh Delight Bouquet

WEEKLY BOUQUET

Bouquet week of: August 16:  
Bouquet: 12 ct.  
Code: #35156  
Case Cost: \$57.00  
Unit Cost: \$4.75  
SRP: \$6.99  
Margin: 32%



## Mushrooms

Mushrooms! The original "Fun guy" of the produce department! Sorry, I just had to say that! I do love mushrooms, and in the last 10 years the category has grown quite a lot. A recent article in Produce Marketing Guide, states that in 2018, over 320 million pounds of mushrooms were sold. That was a 15 million pound increase over the previous year! Sales were just shy of \$ 1.3 billion. Let's look at some other trends, 35% of shoppers purchase fresh mushrooms. Shoppers over the age of 50 buy over 50% of that figure. Organic mushrooms were purchased by 22% of the shoppers. Let's plan on how to capitalize on this growing commodity. Proper marketing is key to increasing sales. Your main display should be close or next to the bagged salads or cooking area. Green beans, eggplant, bell peppers are great tie in items. Variety helps to increase sales, so try new items or paks on a regular basis. Mushrooms should be promoted once a month, either as an Ad item or a managers special. They are a full year round item and fit easily into many meal plans. On a multideck display, make a block pattern of 3-4 shelves above each other. You can then highlight varieties at eye level, such as Portabella, Shitake, Oyster etc. leaving the larger lower shelves to pack out the 8 oz whole and sliced whites. Here are some care and handling tips. When breaking down your load get mushrooms into the cooler quickly, optimum temperature is 34-38 degrees. Never store next to items with strong orders such as green onions, cilantro, apples or pears. They will pickup orders quickly and apples and pears give off ethylene gas naturally which can cause them to turn brown early. On display never lay flat and stack more on top, they bruise very easily. Always keep them away from misters! This will brown them and start decay. When ordering, try to keep fresh product coming in each delivery. This insures you're freshest turn over rate. Cross merchandising is great with the meat department! Large whole or sliced Portabello or jumbo whites work well especially with steaks. Mushrooms are high in Potassium and Riboflavin and are becoming more of a main course for people's meatless meals. As you can see they are very versatile and gaining in popularity! So let's make Mushrooms your favorite Fungi! Good luck and good selling! Paul Kwiatkowski

