



VINE LINE
PRODUCE DISTRIBUTION

JULY 9, 2020

NEWSLETTER



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CURRENT PROMOTIONAL ITEMS

- ◆ Junior Mints & Tootsie Caramel Pops
- due back Saturday, August 8, 2020
- ◆ Holiday Planners
- due back Saturday July 25, 2020

WEEKLY BOUQUET

Summer Shine Bouquet

Bouquet week of: July 12:

Bouquet: 12 ct.

Code: #35156

Case Cost: \$51.75

Unit Cost: \$4.31

SRP: \$6.99

Margin: 38%



NEW ITEMS

#17426—Dole Hawaiian Slawesome Kit 6/10.8 oz.

#60013—Sunflower Bouquet 5-stem/8ct.

#13839—Dill Weed 12 ct.

#3899—88 ct. Import Fancy Navel

#3911—9/3 lb. Import Navel

#3974—72/80 ct. Import Smitten Apple

#1594—5 ct. Honeydew

DONE ITEMS

No done items this week

Sweet Corn

Next to Potatoes, my favorite vegetable is Sweet Corn! Corn is a power item for your produce department. Not only can it be the main draw for an Ad, it speaks greatly to your Freshness image! A display of dried up ears, with dented kernels and a mess on the floor around it, does not say I'm Fresh! Basically you have two ways to sell Corn. A bulk display and a packaged or bagged display are normally used. We'll talk about packaged first. Sizing of the ears can change, as so should your trays. The first rule is only put ears of the same size in each tray and have them face in the same direction. Put the same amount of ears in each tray so that all the trays are equal. Pricing is easier and less confusing for the customer. Decide ahead of time on how much trimming is to be done. Keep it consistent! A straight trimmed stem end and an inch wide strip of the center husk looks attractive and helps retain moisture in the package. Completely trimmed ears are costly and should only be done during high market times as a premium pak. Reduced ears should be bagged quickly and marked to sell fast. Generally pricing of packaged corn should not match the bulk price. It should be sold as a value added package. As far as bulk displays are concerned, any non refrigerated display needs to be Fully rotated and Cleaned every 24 hours. Even the Shrunken Seed Hybrid (Sh2) varieties only last three days before their sugar turns to starch. What you take off the display each day before refilling goes to trimming and packaged or bags. When you refill always take off the extra long stalk ends and leaves placing the ears in neat rows or a pattern. This enhances your display and promotes your Fresh image. Eye appeal is Buy appeal! Always have ample size bags for your customers. There is always a debate on whether to have a trash container for the husks. My thought is why would you ever want a trash can in your Fresh Produce department? An attractive and consistently fresh Corn display sells a lot of product. It also helps sell tie in items. What it really sells is your Fresh image to your customers! Good Luck and Good Selling!

