



VINE LINE  
PRODUCE DISTRIBUTION

JULY 16, 2020

# NEWSLETTER



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## CURRENT PROMOTIONAL ITEMS

- ◆ Dried Mushrooms & Chilies  
- due back Saturday, August 1, 2020
- ◆ Junior Mints & Tootsie Caramel Pops  
- due back Saturday, August 8, 2020
- ◆ Holiday Planners  
- due back Saturday July 25, 2020

## WEEKLY BOUQUET

### Fancy Floral Bouquet

Bouquet week of: July 19:

Bouquet: 12 ct.

Code: #39060

Case Cost: \$51.75

Unit Cost: \$4.31

SRP: \$6.99

Margin: 38%



## NEW ITEMS

- #60015—MI Gladiola 7-stem bouquet 18ct
- #6639—Zoe Spanish Ex Virg Oil Plastic Jug 6/2 LTR
- #4054 – 36/40 IMPORT NAVELS
- #1995 – 19LB GREEN GRAPES
- #4483 – 19LB RED GRAPES

## DONE ITEMS

- Code: 75285 Calbee Wasabi Ranch Snapea 12/3.3oz.
- Code: 75282 Calbee Original Snapea 12/3.3 oz.
- Code: 75190 Calbee Spudkins Sour Cream & Onion 12/5oz.
- Code: 31863 Dole RTE Chicken Tostada 6/7.2oz.
- Code: 31897 Dole RTE Chopped Asian Style 6/7oz.
- Code: 47017 GF Bars Peanut Butter 12/2.05oz.
- Code: 47018 GF Bars Choc Peanut Butter 12/2.05oz.
- Code: 47019 GF Bars Cranberry Toasted Almond 12/2.05oz.
- Code: 47020 GF Bars Oatmeal Raisin 12/2.05oz.
- #1967 – 100/125 JUICE ORANGE
- #2171 – RAINIER CHERRY

## You say Tomatoes I say Profits!

Over thirty years ago Tomatoes were hard to get at certain times of the year. Plus it was mainly a bulk item with maybe Cherry Tomatoes and possibly Roma Tomatoes. The category has now become a destination center in many departments attributing as much as 7% of the total departments' sales! Many sizes, colors, varieties and packages are available. They are now one of the driving forces of meal planning. USDA Research Data shows US consumption at 6.5 Billion pounds per year! Let's discuss a plan for increased sales. First proper care and handling is essential. Most important is to Never store or display them below 55 degrees. Tomatoes produce a flavor enzyme as it ripens, chilling them stops the process permanently. What's worse is the longer you chill them, the enzymes degrade and the water in the Tomatoes expand and damage the cell structure. This speeds up the decaying process. Secondly Never dump Tomatoes on a bulk display or toss boxes around. They bruise easily and won't show signs until later. Always place them on a bulk display right side up to avoid shoulder damage. Third point is to keep your displays neat and clean. When a tomato starts to rot, the juice can get on other tomatoes and eat through the skin quickly, causing them to rot as well.



Merchandising Tomatoes effectively can be done in almost any size department. Third point is keep all displays clean and culled. If a tomato starts to rot, the juice from it can get on others and will eat through the skin causing them to decay faster. Realizing what your customers basic needs are and adding in new packs or sizes helps to expand the category. Consumers use Tomatoes for many different purposes. Roma's are primarily for sauces and salsas, Cherry, Cocktail, and TOV types as well as 6x6 sizes are great in salads. Snacking paks such as Grape Tomatoes and related name brand types are rapidly gaining in sales. Low acid varieties and Heirlooms are popular specialty market types. The large Beefsteaks are very popular for Grilling, burgers and sandwiches, stuffing and baking. Expanding your variety as much as you can enables you to reach out to more future customers. Understanding what motivates a customer to purchase is key to proper merchandising. Proper care and handling sustain the sales. Make a plan today to expand for this Power item and see what extra sales and profits are out there for you! Good Luck and Good Selling!

Paul Kwiatkowski