



VINE LINE
PRODUCE DISTRIBUTION

JULY 23, 2020

NEWSLETTER



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CURRENT PROMOTIONAL ITEMS

- ◆ **Dried Beans**
- due back Tuesday, July 28, 2020
- ◆ **Dried Mushrooms & Chilies**
- due back Saturday, August 1, 2020
- ◆ **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
- ◆ **Holiday Planners**
- **due back Saturday July 25, 2020**

NEW ITEMS

- #4054—36/40 Import Navel
- #4005—88 ct. Washington Gala Apple
- #1995— 19 lb. Green Seedless Grape
- #4483—19 lb. Red Seedless Grape
- #3855—2 1/2 Jersey Peach
- #3794—V.F. 48/50 Nectarine
- #1767—7 ct. Pineapple

DONE ITEMS

- #17006— Micro Sweet Potato
- #4505—18 lb. Green Seedless Grape
- #4502—18 lb. Red Seedless Grape
- #3777—10-10.5 Row Cherry

WEEKLY BOUQUET

Simply Sweet Bouquet

Bouquet week of: July 26:

Bouquet: 12 ct.

Code: #35180

Case Cost: \$51.75

Unit Cost: \$4.31

SRP: \$6.99

Margin: 38%



LET'S GO BANANAS!

It's hard to not think of Bananas when someone says Fresh Produce! However we tend to lose sight of them at times, especially in the Summer as Stonefruit, Grapes, and Melons grab the spotlight. Many times we even say, let's bury them in the back of the department, people will look for them!

Let's look at Facts, Sales, and Care and Handling. According to Produce Market Guide 2020, Bananas account for 3.3 billion in sales annually. 59% of shoppers purchase them. Families with children purchase at a rate of 50% or more. The largest shopper segment are the empty nesters at 63%. Now you see who buys, so you can plan how to sell to others. Single younger people may be less likely to purchase, but maybe they need a reason why they should. Bananas are a great item for healthy minded persons. They are the base for tropical smoothies. High in Potassium, vitamins B-6 and C, they also are a healthy source of fiber and antioxidants. A sign showing these facts, planting the seed of sales may be just the ticket! A well designed Tropical category display should have Bananas as the anchor. Try to keep 2 colors as often as possible. Green tips and light breakers are what you're aiming for. Fruit tie ins are Pineapple, Coconut, Plantain, Mango and Papaya, Starfruit, Kiwi, and other Tropical items. Secondary displays work great in the cereal aisle, especially when using ripe fruit. Other great tie in items are Smoothie mixes, Bread and Pie mixes, Vanilla Wafers, pie crusts, and even powered sugar.

Lets take the difficulty out of Care and Handling. They are Tropicals! Don't chill them! Always store between 58 and 64 degrees. During the cold months check daily for temperature. The only true way to check is by using a probe thermometer. Insert at the blossom end of the Banana about an inch deep. A good reading is between 58 and 64 degrees. They ripen fast, breakers should have the box tops removed, plastic wrap pulled back and cross stacked for air circulation. If they are greener, you may keep the cover on but pull back the plastic, they sweat as they ripen. They don't like drafts or being placed under overhead heat vents. You don't drop cases of Eggs because they can crack. Never drop cases of Bananas as they will bruise internally and turn black inside. Never stack higher than 2 layers on the display, as bruising will occur.

Keeping these tips in mind will help you monitor and manage your displays and sales! As a Fresh Image Item, they are the Top of the list for Produce Departments. Good Luck and Good Selling!

Paul Kwiatkowski