



VINE LINE
PRODUCE DISTRIBUTION

JULY 30, 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
- ◆ 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

NEXT WEEK NEW ITEMS

- #69766—Ferris Blueberry Banana Nut Mix 12/1 lb. **
- #4054— 36/40 ct Import Navel Orange
- #1506—100 ct. Cali. Bartlett Pear
- #2430—Red Globe Grape
- #3921—28/1 lb. Thomcord Grape
- #3794—V.F. 48/50 Nectarine
- #3953—70/80—Michigan Cantaloupe
- #63065—Organic 12/3 lb. Pink Lady

ITEMS WRAPPING UP

- #69719—Ferris Raw Spanish Peanuts 12/1 lb.
- #75294— Calbee White Cheddar Crisps 12/3 oz.
- #33938—Concord Buffalo Cauliflower Mix 18/.72 oz.
- #47021—GF Bars Dark Chocolate Coconut 12/2.05 oz.
- #4053—32 ct Import Navel
- #3899—88 Import Navel
- #5133—72/80 WA X-fancy Honeycrisp
- #3925—113/125 Pink Lady
- #1522—60/70 Import Bartlett Par
- #3798—Apricots
- #3786—V.F. 54/56 Nectarine
- #1594—5 ct Honeydew
- #63045—Organic Honeycrisp
- #3808—80/90 Indiana Cantaloupe

Fresh Delight Bouquet

WEEKLY BOUQUET

Bouquet week of: August 2:

Bouquet: 12 ct.

Code: #35120

Case Cost: \$51.75

Unit Cost: \$4.31

SRP: \$6.99

Margin: 38%



SHRINK! NOW THAT'S A SCARY WORD

In a produce department, shrink is best defined as a failure to achieve your expected profit on an item. That's a broad description, but then shrink shows up in many different ways. Let's look at when shrink starts. Writing a bad order is when it first begins. Proper inventory of what's in your back room, cooler, and what's on your sales floor gives you a much better idea of what to order. You should then figure what your daily stock of an item is to carry you to the next delivery day. That number is what your sales goal is for the item and you now have what you need to order. Ignoring shrink by not having a daily shrink log hides the problem but will not eliminate it! It's there so recognize it and track it!

Improper or non-existent culling of your displays regularly can greatly increase your shrink. Dirty and uncleaned display pieces add to the problem. A weekly and monthly cleaning schedule will help to clean up this problem. Proper storage of back stock is critical to extending shelf life. Too hot or too cold of storage temperature can cause irreversible damage to the produce.

High humidity can cause mold growth and advance decay. Always try to source correct information on best storage practices in order to get the most shelf life for an item.

Improper handling such as dropping cases, stacking boxes too high, dragging or throwing bales or boxes, or dumping produce on a display instead of placing them, can all lead to increased shrink. The scariest part of this type is most of the time the damage shows up after the sale in your customers' kitchen!

Another main cause of shrink is not reacting quickly enough to an issue. Leaving tired or distressed produce on your display with fresh in back stock does not save you anything. Remember, "Make your first loss your biggest!" That is an old adage, but it rings true to this day. Know when to pull off or reduce a retail of an item before you lose everything. It's fresh produce! It's not wine that gets better with age. Hopefully you can see how many ways shrink can steal your profits. Know the word and work at reducing its effects!

Good luck and good selling! PK