



VINE LINE  
PRODUCE DISTRIBUTION

JUNE 4, 2020

# NEWSLETTER



1055 7 Mile Rd NW, Comstock Park, MI 49321 — Sales Phone: 616.452.2101 — Fax: 616.243.7070 — [VineLinegroup.com](http://VineLinegroup.com)

## CURRENT PROMOTIONAL ITEMS

- ◆ **Living Herb Plants**  
- due back Saturday, June 6, 2020
- ◆ **Carlson Dried Beans**  
- Due back Tuesday, June 9, 2020
- ◆ **Olive Garden Dressings**  
- due back Saturday, June 13, 2020
- ◆ **Zachary Halloween Candy**  
-due back Saturday, June 20, 2020
- ◆ **Litehouse Freeze Dried Herbs**  
- due back Saturday, June 20, 2020
- ◆ **Litehouse Freeze Dried Herb Shippers**  
- due back Saturday, June 20, 2020
- ◆ **Mrs. Wages Seasoning Mixes**  
- due back Saturday, June 27, 2020
- ◆ **Mrs. Wages Summer Canning**  
- due back Saturday, June 27, 2020

## NEW ITEMS

- #52329—Marzetti Snack pack caramel 12/6-1.7 oz.
- #76580—Can liner black 100ct \*\* (special order only)
- #3785—25 lb. V.F. Cali. Peach 60/64
- #64890—Organic Green Grape
- #64995—Organic Red Grape

## DONE ITEMS

- #55554—Heath Multi Grain Stackm's 6/7 oz.
- #48156—Ferris Garlic Sesame Sticks 15 lb.
- #51455—Marzetti Snack Pack Caramle 12/6-2 oz.
- #1087—Cara Cara Orange
- #4499—Large Red Seedless Grape
- #3815—9-9 1/2 Row Cherry
- #5327—36 ct. Seedless Watermelon
- #11052—12/3 Michigan McIntosh

## WEEKLY BOUQUET

### Walk in the Sun Bouquet

Bouquet week of: June 7:

Bouquet: 12 ct.

Code: #37186

Case Cost: \$51.75

Unit Cost: \$4.31

SRP: \$6.99

Margin: 38%



## Salad Sets

As there are many items in a produce department, it's easier to manage them when we display them in like item groups. This also increases overall sales because it makes the consumers shopping experience easier. Let's look at what we'll call the Salad Ingredient group. Basically you can split this into two sections. The first being the main Salad items such as Head Lettuce, Romaine, Red and Green Leaf, Bibb lettuce, Spring Mix and Flat leaf Spinach. The latter two I'm speaking about are either bulk 3 lb boxes re-bagged into Gallon size zip lock bags, or Family size bags. The second groups' items are Radishes, bagged and bunched, table carrots, bunched and 1-lb bags, green onions, cucumbers, standard and seedless, and finally Peppers, Green and all colors as well as mini bags. As you can see with such a large category, it helps if you have like items grouped together. If you have a misted section, group your bunch Radishes, Carrots, and Green onions as well as Head Romaine, Red and Green Leaf lettuce using their vibrant colors and unique textures to build your display. The bulk Cucumbers, and Peppers, can be placed next to the misted area but try to keep them out of the direct mist. Seedless cucumbers and Mini Cukes as well as the Mini packaged peppers can go next to them. If you have a Multideck case, your Head Lettuce, Romaine Hearts, Hydro Bibb and large bag Spring Mix and Flat Leaf Spinach can easily be displayed in the bottom well under the value added salad area. If you don't have a multideck, display the Lettuce items grouped together highlighting the color contrasts. Hopefully you see the benefits of grouping as well as developing strong stop points for your customers. If you have any further questions, please contact your merchandiser for assistance.

Good Luck and Good Selling!

Paul Kwiatkowski

