



VINE LINE  
PRODUCE DISTRIBUTION

JUNE 11, 2020

# NEWSLETTER



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## CURRENT PROMOTIONAL ITEMS

- ◆ **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
- ◆ **Slawesome Dole Kits EXTENDED**  
Due back Tuesday, June 23, 2020
- ◆ **Mrs. Wages Seasoning Mixes**  
- due back Saturday, June 27, 2020
- ◆ **Mrs. Wages Summer Canning**  
- due back Saturday, June 27, 2020
- ◆ **Claeys Peanut Brittle**  
-due back Saturday, June 27, 2020
- ◆ **Hickory Harvest Trays**  
-due back Saturday, July 8, 2020

## NEW ITEMS

- #31898 Dole RTE Blueberry Bliss 6/5.1oz.
- #31899 Dole RTE Fall Harvest 6/5.1 oz.
- #4563—12/3 Wash. Gold Delicious
- TBD— 25 lb. V.F. White Peach
- TBD—25 LB. V.F. White Nectarine
- #3790—28 lb. Black Plum
- #22050—8/1 lb. Gold Kiwi
- #3930—110/120 Athena Melons
- #64616—Organic Personal Watermelon
- #63770—Organic Black Plums

## DONE ITEMS

- #601 Dole Chopped Pomegranate 6/12oz.
- #606 Dole Chopped Sweet Kale 6/12oz.
- #69770 Ferris R/S Spanish Peanut 12/1 lb.
- #1082—Blood Orange
- #2430—Red Globe Grape
- #3832—2 1/4 Southern Peach
- #3815—Sweet Cherries
- #11052—12/3 Macintosh

## WEEKLY BOUQUET

### Summer Breeze Bouquet

Bouquet week of: June 14:

Bouquet: 12 ct.

Code: #35156

Case Cost: \$51.75

Unit Cost: \$4.31

SRP: \$6.99

Margin: 38%



## Taste of Summer

Now that we got a taste of Summer with hotter weather, let's talk about a real Summer taste treat, Melons! While most people think just of Watermelon and Cantaloupe, maybe an occasional Honeydew, there are many more offerings. How well we merchandise and sell them determines our ability to expand on this category. Remember with All melons we can sell by the piece, halves, quarters, slices, and chunks. This expands our ability to take full advantage of the varieties. Watermelon are probably the best known, with seedless varieties being the most popular. The small personal varieties offer a great sweet taste for those not wanting a large amount. The seeded varieties are generally larger and tend to taste better. This is more attributed to being picked at a riper stage. The yellow belly color means it was in the field longer and ripened. Seeded varieties are also great profit makers as quarters and slices! The Yellow and Orange flesh varieties are also gaining in popularity. Honeydew are one of the sweetest varieties. Ripeness is best determined by a sweet aroma, slightly soft blossom end, and a creamy yellow as opposed to a greener outside hue. Letting some get riper and then chunking them, will increase consumer demand. As a healthy food, Honeydew and Cantaloupe are around 64 calories per 100 gram serving. This makes them a great breakfast and lunch item! Cantaloupe are a year round item and can be a great Ad draw as well as a profit maker in your cut fruit section. Ripeness is best determined by a sweet aroma, a sandy or beige color with no green, and a naturally detached stem end. They should feel heavy for their size and give slightly to pressure at the blossom end. Other melon varieties are Orange Honeydews, bright yellow Canary, large round Casaba, green streaked Santa Claus, and of course the Athena's and Honeyrocks. The latter two eat like candy but because of their higher sugar content, they have a short shelf life. As I have said before, variety can move more product! Try something new! Sell in a different way! Sample product when you can and enjoy the sweet summer taste!