



VINE LINE
PRODUCE DISTRIBUTION

OCTOBER 1, 2020

NEWSLETTER



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CURRENT PROMOTIONAL ITEMS

- ◆ **Dole Just Add Chicken**
- due back Saturday, October 3, 2020
- ◆ **Seneca Apple Chips**
- due back Saturday, October 3, 2020
- ◆ **Dried Beans**
- due back Tuesday, October 6, 2020
- ◆ **Safe Step Deicing Salt**
- due back Saturday, October 17, 2020

New Item! Introducing:

- ◆ **Revolution Farms Greens**



DONE ITEMS

- #31504—100 ct. Bartlett Pear
- #3786—V.F. Nectarine
- #5330— 35 ct. Seeded Watermelon
- #10526—12/3 MI Gingergold
- #64715—OR Cantaloupe
- #63665—OR Nectarine

Here comes Fall!



Fall is one of the most dynamic seasons, with it comes great colors outside, but a big switch to what sells inside! Shoppers start looking more for slow cooker, 1-pot meals as well as a wide array of baking, roasting, and soup making. Let's look at vegetables first. Pumpkins, Squash, and Gourds aren't just for decoration, delicious soups, cakes and pies come to mind! The gourds help to decorate the family dining area. Three major ingredients for many recipes are Table Carrots, Celery, and Onions, especially cooking Onions. Displays of bagged 3 lb cooking onions should always be kept neat and orderly. Clean the display piece weekly and stack in an orderly fashion with the tag end under the bag. This shows the beauty of the onions. 2 and 3 lb bagged Carrots are a strong seller as well. Once again, neat straight rows with the tag ends tucked under the bags show a well kept and fresh image to the consumers. Celery is a huge ingredient in many soups, stews, and ragouts. Make sure you rotate on a regular basis and look at the tops to trim off any yellowing leaves. Many other related vegetables in your department sell better when you pay close attention to the three power items. They are a cooks base ingredients. Many root vegetables such as Beets, Turnips, Parsnips, and Rutabaga move to the front of the line during this time of the year. The first three should be kept on refrigerated displays, misting is ok. The Rutabagas don't need to be refrigerated but it is not harmful, just don't mist them. Fruits which can be cooked as well as eaten raw or put into salads are very popular. Apples, Pears, Pomegranates, and new Citrus items have many uses. Recipe cards are helpful in increasing sales. Always keep up on cleaning and rotation to accentuate your fresh department image. Many people look to juicing as a healthy drink. Fall is a great time to showcase many of the items in your department. Cider is a strong seller, so why not tie in donuts from your bakery? Cinnamon sticks and Mulling spices are great with Cider. Recipes and tastes change with Fall. Pick up the ball and run for the end zone of profits!
Good Luck and Good Selling! - Paul Kwiatkowski

WEEKLY BOUQUET

Think Pink Bouquet

Bouquet week of: October 4:

- Bouquet: 12 ct.
- Code: #35120
- Case Cost: \$57.00
- Unit Cost: \$4.75
- SRP: \$6.99
- Margin: 32%



NEW ITEMS COMING

- #20800 Hydro Michigan Spring Mix 6/4 oz.
- #20801 Hydro Buttery Bibb 6/4 oz.
- #20802 Hydro Great Lakes Gourmet 6/4 oz.
- #20803 Hydro Robust Romaine 6/4 oz.
- #4543—T.P Nectarine
- #10451—12/3 lb. MI Gold Delicious
- #10977—12/3 lb. MI Jonathan
- #10827—12/3 MI Jonagold
- #11302—12/2 MI Red Delicious
- #62425—OR-12/3 Fuji
- #62685—OR—Bulk Gold Delicious
- #62685—OR—12/3 Gold Delicious