



VINE LINE
PRODUCE DISTRIBUTION

SEPTEMBER 3, 2020

NEWSLETTER



1055 7 Mile Rd NW, Comstock Park, MI 49321 — Sales Phone: 616.452.2101 — Fax: 616.243.7070 — VineLinegroup.com

CURRENT PROMOTIONAL ITEMS

- ◆ **Heath Premium Suet Cakes**
- due back Saturday, September 12, 2020
- ◆ **Sweetest Day Floral**
- due back Saturday, September 19, 2020
- ◆ **Dried Beans**
- due back Tuesday, September 8, 2020
- ◆ **Steenstras Almond Cookies**
- due back Saturday, September 26, 2020

NEW ITEMS COMING

- 3878—12/3 Caramel Apple w/ nuts
- #3892—12/3 Plain Caramel Apple
- #682—12/3 Turtle Apple
- #3881—24/1 Caramel Apple w/ nuts
- #3884—12/1 Plain Caramel Apple
- #3879—12/1 Turtle Apple
- #2161—30 lb. Prune Plum
- #3920—12/1 Concord Grape
- #10676—12/3 Michigan Honeycrisp

DONE ITEMS

- #31866—Dole RTE Sunflower Bacon 6/7 oz.
- #4242—12/3 Wash Honeycrisp
- #3973—72/80 Concord
- #1770—90 D'Anjou Pear
- #62420—Organic Bulk Fuji
- #62425—Organic 12/3 Fuji

Happy Moments

WEEKLY BOUQUET

Bouquet week of: Sept. 6:

Bouquet: 12 ct.

Code: #37186

Case Cost: \$57.00

Unit Cost: \$4.75

SRP: \$6.99

Margin: 32%



You know an Apple a day keeps the doctor away? It can also keep your customers coming back for more! Apples are truly a multi use fruit! You can drink them! Cider or Juice, bake them, pies, crisps, cakes and cookies! You can mash them into Applesauce, or cover them in Caramel, or you can just pick one up and eat it out of hand! They are a huge part of a well balanced produce department. With seasonal changes they can account for 6–10% of dept. sales with a yearly average of 8% accounting to the Washington Apple commission. With such a diverse category, I will split this discussion to Michigan Apples first and the following week to Washington and shipped in Apples next. Let's look at a few facts. According to the Produce Marketing Guide, Michigan is the nations third largest producer , with an annual harvest around 1 billion pounds ! Over 50% of the crop goes directly to retail sales the other half goes to various processors. The crop starts this year with first pickings the last days of August. Paula Reds, Ginger Golds, and early Galas will be first, followed by Sweet Tango, MacIntosh, Honeycrisp and Empires. Michigan has a Good crop coming on this year and we will be offering a number of Specialty varieties such as Sweet Tango, Smitten, Honeycrisps, Topaz, Evercrisp, and Pink Lady! These are top tier varieties and should be strongly promoted. Bagged fruit has a higher demand from customers due to Covid concerns, so promoting 3 and 5 lb bags as well as Totes when offered is the going trend. Always try to trade the consumer up to these and other Michigan specialty varieties! With first of the season types , it's essential to handle with care! Never stack more than two bags high, or handle roughly. Early apples bruise very easily. Keep an even level on your displays. As we progress into later September and early October, more varieties appear and displays can be wider with table displays of Ad items or Manager specials. A wider display is better than a taller one with 3 bags high being your limit. A good marketing plan sells more fruit and grabs the impulse shopper. Signage should say New Crop, Michigan Grown, First of the Season, these phrases promote the fresh image. Advertising should be on a weekly basis, either in your printed Ad, managers special, as well as outside signs. Multiple pricing such as 2/\$5.00, 3/\$10.00 and price averaging when possible make it easier on the shopper. Tier pricing is a good way to help shoppers when you have multiple varieties at different prices. Keep it simple! Care and handling is crucial! Your displays should be fully rotated, top to bottom at least three times per week, cleaning the display as well. Never drop, throw, or rough handle the product, they bruise easily and customers don't like to bite into a brown bruise spot! Best storage temperature is 34–36 degrees and keep away from water. Tie in items are Apple dips, wraps, baking kits for cobblers and crisps, etc. These should be on the sides or in front on a spill off of the display. Make them the Apple of your departments eye! and see the profits you can make!

