



VINE LINE
PRODUCE DISTRIBUTION

SEPTEMBER 10, 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
- ◆ **Steenstra Almond Cookies**
- due back Saturday, September 26, 2020
- ◆ **Ferris Holiday Boxes**
- due back Saturday, September 26, 2020
- ◆ **Dole RTE Bowls New Flavors!**
- due back Saturday, September 26, 2020
- ◆ **Dole Just Add Chicken**
- due back Saturday, October 3, 2020

Apples Continued

Apples! Now for the rest of the story. Let's look at another part of this huge important category, the Fancy Fruit segment also known as bulk fruit. With Washington state producing 58% of the country's crop, at 171 million bushels they are the largest producer. We handle Washington fruit and at different times of the year, New Zealand, Chilean, and even Argentinian fruit. For many stores the bulk apples sold are from Washington. They have a unique volcanic soil and a high enough elevation to produce a beautiful consistent crop of many varieties. Looking at your department, Fancy Fruit is a special segment that can do two things for you. Building your department's quality image with a large beautiful piece of fruit,



speaks volumes. The other aspect is the lower unit cost of the Apple. Even if your retail is around \$2.00 lb a single one could be less than a dollar. The key element in sales is a consistent marketing plan. Always quality size fruit, Always best looking, and Always fresh!

The sizing should be a 72ct or larger. Never mix in fruit from a 3 lb bag because you saw a bad one in it, re-bag or tray them with fruit of the same size. Mixing sizes erodes the Fancy image. Single Apples should be displayed in a way to accent their consistent size, shape, and color. Whether in a rectangle tray, round bowl, or on a slant rack in rows, stack them facing the same way and with the most color blush facing the consumer. Normally this would be blossom end out, not stem end. Place, never dump the fruit. Apples may be firm, but they bruise easily and will show the damage later. Use color breaks effectively to help sort the varieties. If you are limited in space, pick 2-3 best sellers, and rotate in a new variety every second week. Track the sales and see if you find a new "staple" item! Pricing is best done by averaging the retail. Look at costs and movement of varieties to arrive at a set retail. Most can be around \$1.99 to \$2.99 lb. Some varieties such as Honeycrisps are more, but make certain they are signed as such and properly labeled. Showing cashiers the unique differences of them helps to eliminate confusion. Proper culling is essential, never leave dull looking, shriveled, or bruised fruit on display. Remember a bad apple a day keeps the customers away! Tie ins are very helpful in adding to the total sale. Caramel dips, wraps, candy apple kits and related items should be close by. Fancy Fruit is a year long part of your department, let this Apple Shine for you! Good Luck and Good Selling!

Artful Autumn

WEEKLY BOUQUET

Bouquet week of: Sept. 13:

Bouquet: 12 ct.
Code: #35156
Case Cost: \$57.00
Unit Cost: \$4.75
SRP: \$6.99
Margin: 32%



NEW ITEMS COMING

DONE ITEMS

ANOTHER NOTE



Ferris will be switching from round tubs to square tubs in the

