

HEEREN BROTHERS-NEWSLETTER

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The history behind Valentine's Day.

Most everyone who celebrates the holiday of love does so without realizing the history behind the tradition of flower giving. This holiday was named after several Christian martyrs who had the name of Valentine. This certainly is a traditional Christian holiday as it was established around A.D. 500 by the Roman Catholic Church Pope Gelasius the first, but then later was removed by Pope Paul the sixth in 1969.

In the Middle Ages Valentine's Day became a tradition of love and flower giving as courting and romantic love blossomed. It was not until the 19th century that lovers began giving greeting cards to each other.



But how did the Legend of Love begin?

St. Valentine was a persecuted Christian who was eventually martyred because of his

faith. When a Roman Emperor named Claudius II tried to convert Valentine to paganism in order to spare his life, he refused and in turn tried to convert Claudius to Christianity. The love that he showed for his Christian belief, even unto death displayed an uncommon love. However, prior to his execution St. Valentine performed a miracle to display the power of the love of God; and he healed the blinded daughter of the jailer who kept guard over him.

This however does not provide an explanation for sentiment, and additional folklore tells that Claudius forced the soldiers of his army to remain single and not to marry wives, so that his army would be stronger. But Valentine out of respect for the Godly institution of holy matrimony secretly married the soldiers and women. Once this was discovered Saint Valentine was arrested and became the Martyr for love.

- Roses are the number

one most popular flower given on Valentines Day. With long lasting blooms and a strong fragrant smell you can't go wrong with these.

- Tulips are next to the most popular flower given for Valentines. They last a long time and are very beautiful.



- Daisies come in various colors and sizes and are a welcome favorite for Valentine bouquets

- Azaleas are a beautiful type of flower given in Valentine flower arrangements.

Candy and Cards are nice to give on Valentine's Day. However nothing seems to show such affection as a wonderful bouquet of flowers for your sweetheart. She loves me, She love me not, SHE LOVES ME!

- New Items:**
- #4564-WA 12/3# Braeburn
 - #2636-WA 12/3# Fuji
 - #3825-WA 12/3# Honeycrisp
 - #3891-WA 64ct Pink Lady
 - #3809-WA 80ct Pink Lady
 - #3813-WA 12/3# Pink Lady
 - #4070-Mexico 40# Yellow Sweet Onion
 - #1432-28# Asparagus
 - #91432-*BK 1/2 case 14# Asparagus

- Discontinued Items:**
- #730-18/1ct Gourmet Apple Shipper
 - #1720-FL 56/64ct Honeybelle
 - #1712-80ct Temple Orange
 - #1756-WA 64ct Granny Smith
 - #3805-WA 72ct Pink Lady
 - #10000-MI 12/3# Braeburn
 - #3469-40# Peruvian Sweet Onion
 - #4158-11# On the vine Roma
 - #1114-11/1# Asparagus

Merchandiser Tip of the Week!

Valentines Day can be one of your largest volume floral holidays. As with any special event, proper planning, makes all the difference between great or lackluster sales. Your candy display can help sell floral, as well as your wine offerings. Bakery can help with cupcakes, jumbo size heart shaped frosted chocolate chip cookies, and other desserts. If

your card offerings are close by, you have a destination shop for your customers. Gift baskets with special body washes and soaps, or other higher end retail items, can be sold along with floral as an entire gift package. Grouping these items together not only adds ideas for the shopper, it helps them make a quick purchase. Look at your

rose bouquet then add a candy, a card for "X" amount and see what type of sale you now have. Make sure your signs tell this story in all your departments. You will see a larger than normal sale per customer, mainly due to the ease of shopping in your store. Have fun and Happy Valentines Day!

REMINDERS!

- Your new monthly supply books will be coming this week. Please be sure to watch for them!
- There are two new promotional fliers this week. The Concord Shipper with Guacamole, Salsa and Ranch Dip. Also the Bug Juice promo is back! Don't miss out on these great "extra" sales for your department!
- Don't forget to get your floral ordered in for Valentine's Day.



Heeren Brothers Spotlight



CANDY!



Along with floral, it seems candy goes hand in hand with the Valentine's Day holiday.

Heeren Brothers carries a variety of candies for your needs.

There is the Zachary Confections with it's cream mellos, spice drops, spearmint leaves and even some chocolates of variety. Next we have the Queen City line of candies. With this line there is, orange slices, red licorice, sour cherries, fruit slices and more! We also have available some Key III items. How about some caramel peanut clusters, maple crème peanut cluster (these are out of this world!), vanilla crème clusters and white frosted pretzels!

We also carry a few Ferris items but can order in just about anything as a pre-order items.



February is Potato Month!

With February being potato month we have some help with promoting these tasty vegetables! Spuddy Buddy is standing by to take your order for all the different kinds of potatoes you carry in your department and to answer any questions you might have! Also, Idaho Potato Superhero, Larry Whiteside is here to help you build a strong display with all the wonderful tie ins that will help with sales!



GO POTATOES!



Meet the staff!

This week we meet Hal Roy. Hal Roy is Heeren Brothers CEO. The relationship between Hal and Heeren's began many years before he came to work for them. Hal was a CPA for 29 years and Heeren Brothers was a client of his. In 2003 Hal came to work for Heeren Brothers as their CEO full time.



MARKET UPDATE: VEGETABLES AND FRUITS

Vegetables:

The asparagus market continues to soften. Be sure to take advantage of "in-store" promoting if you don't have this item in your ad.

With weather cooperating in most growing regions, there is an abundance of most vegetable products. Pricing seems to reflect this as most items are very attractively priced.



We are offering different items, almost every day, for you to promote in your produce department. With February being "Potato Month", this would be a great time to be promoting all of your potato varieties you carry. Don't forget to bring in all the "tie in" items that go along with potatoes! Yellow and zucchini squash prices continue to go down as supplies improve. Green beans are one of the few items that have limited product available, which is driving prices back up.

The onion market continues to hold steady and finds us moving out of Peruvian sweet onion into a Mexican Yellow sweet onion.

Fruits:

The report on strawberries says that supplies are plentiful now with the much improved weather. Quality on strawberries has been very good.

We are still experiencing a "demand exceeds supplies" on both honeydews and cantaloupes.



On "stone fruit", Chilean fruit is available with limited supplies on both the west and east coast on nectarines, peaches, plums and cherries.

