



# Retail Guide



**Reds - Bing, Skeena, Sweetheart, Garnet, Coral and Sequoia:**  
Deep red to burgundy cherries with sweet rich flavour.



**White - Rainier:**  
Skin of gold with a pink red blush. High sugar, so bruise easily, so **HANDLE WITH EXTRA CARE**

TIMING	June			July			August		
<b>Reds</b>									
Bing									
Lapin									
Skeena									
Sweetheart									
<b>White</b>									
Rainier									

## Frequently Asked Questions

### Why do we import cherries?

Cherries are imported because they are unavailable locally in winter. They can be imported because it is summer in the USA (Northern hemisphere).

### How do imported cherries effect our local growers?

Australian cherry growers see a benefit in having USA cherries available to your Australian customers. It means that cherries are available for more of the year, making them a regular purchase item rather than a speciality. Our local growers also export their own cherries to the USA and Asia during our summer.

### Are imported cherries fresh if they come all the way from the USA?

The cherries have usually only been off the tree for about 4 days.

### What are some simple uses for cherries?

In addition to being a great fresh winter stock, US cherries are ideal in desserts and tarts. Freeze them and use them later in any number of recipes.



## Top Ten Tips



-  Display in a prominent location, near the front of the store, as cherries are an impulse item
-  Keep in original cartons, to minimise handling and bruising
-  Locate Reds and Rainier next to each other
-  Use contrasting colours of other fruits to create eye-catching displays
-  Keep cherries cool. Keep reserve stocks in your cool room
-  Keep cherries dry. They will soften if sprinkled
-  Remember FIFO. Place existing cherries at the front and new cherries at the back
-  Display at least 3 cartons. Use false bottoms to create bigger displays
-  Use industry posters (see image) and leaflets to attract and educate customers
-  Sample Rainier cherries. They are new to most consumers



New Point of Sale design

