

RETAIL TIPS



1. PROMOTE FOR PROFIT

Merchandise to increase profits

Cherries are largely an impulse item:

- Locate cherries next to bananas or other high traffic fruit.
- Position cherries near the front of your store.
- Display at least 3 cartons (5kg) to boost sales.
- Try a second location to increase impulse sales.
- Store level prepacks can complement loose sales.

2. HANDLE WITH CARE

Display Cherries in their original cartons.

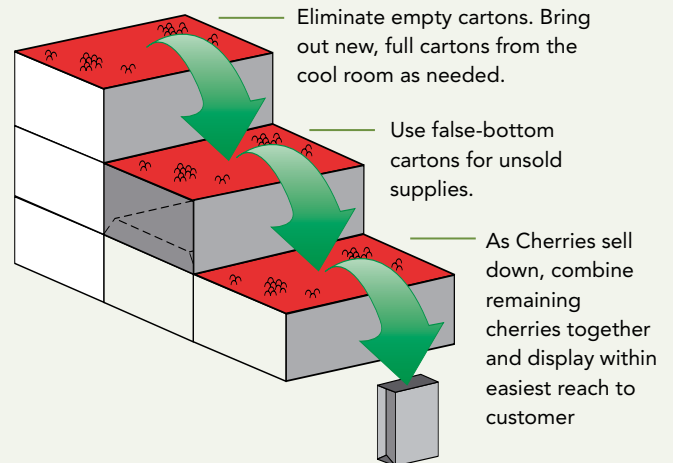
Refrigerate your supplies overnight.

Keep cherries dry.

Cherries absorb water and will soften if sprinkled.

Train check-out staff to place cherries at the top of the grocery bag to prevent bruising.

4. ROTATE FOR SALES



Also...

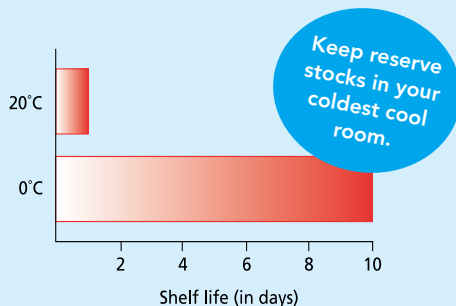
Don't dump new cherries on top of old cherries as they sell down.

You'll end up with a lot of spoiled cherries at the bottom of the display or carton.

3. KEEP CHERRIES COLD

The higher the temperature... the shorter the life.

Cherries lose more quality in 1 hour at 20°C than in 24 hours at 0°C.



CHERRY SIZING

