

May 18, 2012

- California Strawberry volume will continue to increase and be plentiful through June.
- Quality is excellent...fragrant and full displays will attract impulse purchases.
- Studies show that a three week promotional plan can increase dollars by 11% and pounds by 6.5%. Implement a back-to-back advertising strategy surrounding major summer holidays.
- Impactful displays drive volume...increase your display space by adding large packages to your merchandising mix.
- Contact individual suppliers for product availability and promotional opportunities.

2012 Projected Fresh Weekly Volume by District

