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STIMULATE ASPARAGUS SALES WITH THESE EFFECTIVE TIPS:

PROMOTE YEAR-ROUND

Year-round promotion and visibility keeps asparagus on shopping lists. Asparagus from Peru, a principal supplier, allows retailers to complement other seasonal sources and offer a seamless, quality program.

TAP INTO HEALTH TRENDS

Shoppers are increasingly health conscious! Tout health benefits for a surefire way to gain sales. Asparagus contains a host of health benefits including: low in calories; naturally fat-and cholesterol-free; good source of potassium, vitamin A, & vitamin C; rich in rutin and folacin.

OFFER CHOICES

Display multiple sizes, options/SKUs and colors to add ring. Fresh asparagus is readily available in green, white and purple (all available from Peru). Include value-added, bagged or tray-packed fresh asparagus to appeal to convenience customers.

DON'T MAKE IT A HUNT

Display asparagus visibly and prominently. For many shoppers it's an impulse buy, so ensure they see it easily. Utilize island displays and corner caps to draw particular attention to the product.

MONITOR QUALITY

Have store personnel check asparagus displays regularly to ensure product is hydrated and looks great. Asparagus should be bright-looking with closed, firm tips. The butt-end should be cleanly cut and sufficiently hydrated. Monitor the condition of water in display trays and change frequently. Fresh asparagus is not ethylene-sensitive but is susceptible to absorbing very strong odors.

MAKE SUGGESTIONS

Make sure shoppers know the ease and versatility of preparing asparagus. Provide ideas on usage, highlighting easy and quick preparation. Cross-merchandise with other easily used items including meat or seafood, salad, oils, dressings, and deli items.

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9831 N.W. 58th Street, Unit 131
Miami, Florida 33178