



PERUVIAN ASPARAGUS IMPORTERS ASSOCIATION

Profit from even greater asparagus sales by actively promoting it throughout the year. Asparagus from Peru, a principal supplier, allows retailers to complement other seasonal sources, yet consistently offer quality reliable product at all times.

DISPLAY IDEAS:

Promote Health: Give shoppers looking for healthy choices another option with fresh asparagus. Promote as a unique salad ingredient or an alternative side dish.

Visibility Sells: Be sure your

customers can find asparagus easily. Build big attractive displays to catch the shopper's eye.

Mix It Up: Use multiple colors for attractive display alternatives. Fresh asparagus is readily available in green, white and purple (all available from Peru).

Provide Convenience: Value packaged or tray- packed fresh asparagus can also be cross-merchandised with packaged salad.

Keep It Fresh: Ensure your aspar-

agus display is well maintained with only the freshest, highest quality product so shoppers won't have to think twice about purchasing.

KEY MERCHANDISING TIPS:

Promote Year-Round: Plan frequent promotions to encourage consistent sales!

Offer Choice: Variety encourages shoppers to purchase more. Include various colors, sizes and package options in your offering. Display several different packaging options to increase

convenience for customers including whole spear bunches, microwave tray-packed trimmed spears, packaged green and/or white asparagus, packaged asparagus tips, white and purple asparagus.

Use Tie-Ins: Cross-promote with other easily used items. Good cross-merchandising items include: meat or seafood, salad, oils, dressings, deli items and wines. Fresh and packaged asparagus can also be cross-merchandised in other departments to provide a nutritionally complete meal solution.

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Suggest Uses: Asparagus is easily prepared so make sure your customers know this. Give shoppers ideas on usage with signage, highlighting how easy and quick it is to prepare.

Handle With Care: Successful sales stem from a well-handled product. Asparagus should be bright-looking with closed, firm tips. The butt-end of fresh asparagus should be cleanly cut and sufficiently hydrated. Be sure to monitor the condition of water in display trays and change frequently. In the backroom, keep asparagus cold (34-36 degrees F) and moist (damp

room) prior to display. Fresh asparagus is not ethylene-sensitive but is susceptible to absorbing very strong odors.

Add Healthy Messages: Be sure your signage promotes health benefits:

- Asparagus is low in calories
- Naturally fat-and cholesterol-free
- Good source of potassium, Vitamin A, Vitamin C
- Rich in rutin and folacin (proven important in the duplication of cells for growth and repair of the body).

CHECKLIST FOR SUCCESSFUL ASPARAGUS SALES

- Start with quality product sourced from Peru
- Build large, attractive, visible displays
- Offer variety in color and packaging
- Put out usage suggestions
- Cross-merchandise
- Communicate health benefits



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Peruvian Asparagus Importers Association



2017/2018 Category Trends, Demographics & Marketing Tips

To assist retailers in managing the category, (PAIA) has developed the 2017/2018 Fresh Asparagus Category Statistics and Trends, available from the association office – priscillaprestige@outlook.com

