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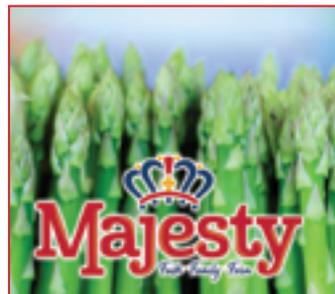


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Make the most of healthy eating trends by promoting asparagus throughout the year. Asparagus from Peru, a principal supplier, allows retailers to complement other seasonal sources, yet consistently offer quality product at all times. Asparagus is in the top 20 vegetables – a perfect healthy meal solution for families on the go!

DISPLAY IDEAS

Keep It Fresh: Ensure your display is well maintained with only the freshest, highest quality product.

Make it Visible: Be sure your customers can find asparagus easily. Build big attractive displays to catch the shopper's eye.

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

Provide Options: Use multiple colors for attractive display alternatives. Fresh asparagus is readily available in

green, white and purple (all available from Peru).

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

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 different packaging options including whole spear bunches, microwave tray-packed trimmed spears, packaged green and/or white asparagus, packaged asparagus tips, white and purple asparagus.

Suggest Uses: Asparagus is easily prepared and a time saver - so make sure your customers know it! Provide ideas on usage with signage, highlighting easy and quick preparation.

Use Tie-Ins: Cross-promote with

other easy items including: meat or seafood, salad, oils, dressings, deli and wines. Cross-merchandise in other departments to provide a nutritionally complete meal solution.

Handle With Care: Successful sales stem from 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. In the backroom, keep asparagus cold (34-36 degrees F) and moist prior to display. Fresh asparagus is not ethylene-sensitive but is susceptible to absorbing very strong odors.

CHECKLIST FOR SUCCESSFUL ASPARAGUS SALES

- Start with quality product sourced from Peru
- Provide usage suggestions
- Build large, attractive, visible displays
- Cross-merchandise
- Offer variety in color and packaging
- Communicate health benefits
- Promote value and time savings benefits

Peruvian Asparagus
PAIA
 Importer's Association

PERUVIAN ASPARAGUS IMPORTERS ASSOCIATION
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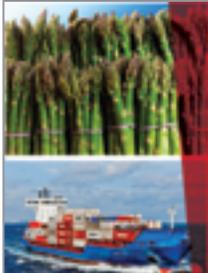
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