



PERUVIAN ASPARAGUS IMPORTERS ASSOCIATION

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Importer and Distributor of Peruvian Asparagus
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Paul Auerbach • Jeff Schwartz • Ian Zimmerman
Bruce Klein • Jim Maguire • Josh Auerbach • John Venables

Bump up asparagus sales all year round and add value and ring to your department. Asparagus from Peru, a principal supplier, allows retailers to complement other seasonal sources, yet consistently offer quality product at all times.

DISPLAY IDEAS

Keep It Visible & Fresh: Be sure your customers can find asparagus easily. Build big attractive displays to catch the shopper’s eye. Ensure your display is well maintained with only the freshest, highest quality product. Check it regularly.

Promote Nutrition: Shoppers are looking for healthy choices! Play up the nutrition-packed status of asparagus. It is one of the most nutritionally well-balanced vegetables – high in folic acid and a good source of potassium, fiber, thiamin, and vitamins A, B6, and C. A 5-ounce serving provides 60% of the RDA for folic acid and is low in calories.*

Provide Options & Convenience: Use multiple colors for attractive display alternatives. Fresh asparagus is readily available in green, white and purple (all available from Peru). Display value-added, bagged or tray-packed fresh asparagus to appeal to convenience customers.

* Source: WebMD

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 shoppers 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: 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 convenience

Peruvian Asparagus
PAIA
Importer’s Association

PERUVIAN ASPARGUS IMPORTERS ASSOCIATION
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