

PERUVIAN ASPARAGUS IMPORTERS ASSOCIATION
ASPARAGUS, PERUVIAN



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PERUVIAN ASPARAGUS IMPORTERS ASSOCIATION ASPARAGUS, PERUVIAN

HARVEST SENSATIONS • PRIME TIME • PROGRESSIVE PRODUCE • SOUTHERN SPECIALTIES

ENJOY GREATER ASPARAGUS SALES BY ACTIVELY PROMOTING THROUGHOUT THE YEAR!

Asparagus from Peru, a principal supplier, allows retailers to complement other seasonal sources and offer quality product year-round.

MAKE IT VISIBLE & PROMINENT

Many successful retailers display asparagus at the front of the produce department and utilize island displays and corner caps. Build big attractive displays to catch the shopper's eye.

KEEP IT FRESH & CHECK IT REGULARLY

Ensure your display is well maintained with only the freshest, highest quality product. 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. 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.

EDUCATE ON PREPARATION & USE

Asparagus is easily prepared and delicious, so make sure your customers know! Give shoppers ideas on usage with signage, highlighting how easy and quick it is to prepare. Cross-promote with other easily used items including meat or seafood, salad, oils, dressings, and deli.

PROMOTE HEALTH & OFFER CHOICES

Touting health benefits is 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.

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.

A Name You Know.
A Brand You Trust.

PRIME TIME
asparagus

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YEAR ROUND ASPARAGUS

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Peruvian Asparagus

PAIA
Importer's Association

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SOUTHERN SPECIALTIES

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