



ASPARAGUS

Peruvian Asparagus Importers Association

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BUMP UP ASPARAGUS SALES!

Enjoy even greater sales and profit by showcasing and promoting fresh asparagus throughout the year. Asparagus from Peru, a principal supplier, allows retailers to sell quality to consumers looking for upscale meal preparation and convenience.

DISPLAY BASICS

Visibility Sells! Make sure displays are large, visible and prominent to encourage the most returns.

Make It More! Multiple displays catch shopper attention. Use isle displays and corner caps to draw particular attention to the product. Cross-merchandise a display in meat and fish departments for extra sales.

Add Convenience! Provide convenience options for a quick grab-n-go. Make sure shoppers know the ease and versatility of preparing asparagus.

MERCHANDISE FOR SUCCESS

Promote Year Round! Visibility all year long keeps asparagus on shopping lists. Offer a seamless, quality program with promotion year-round and ensure consumers buy a double portion. Promote heavy for Valentines, Summer BBQ, Thanksgiving, and Christmas.

Offer Choice! Shoppers want options! Display multiple sizes, packs 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 for quick grab-n-go purchases.

Tout Health! Healthy items are a major part of shopping lists. Providing simple signage on the health benefits of asparagus will get more into shoppers' carts. 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.

ENSURE QUALITY

Looking Good! Make sure your product looks great on display! It should be bright with closed, firm tips.

Tips-Up! Product should be displayed tips up with butt-end cleanly cut and sufficiently hydrated.

Check Regularly! Store personnel should regularly check that asparagus displays are amply filled and ensure proper hydration.



PERUVIAN ASPARAGUS IMPORTERS ASSOCIATION

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