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PROVEN STEPS TO GROW ASPARAGUS SALES

Fresh asparagus holds huge profit power with significant ROI. A little investment in display and promotion can generate a big return. Consistent, high-quality supply from Peru supports retailers looking to increase asparagus sales and provide more for their shoppers:

STEP 1: PLAN YEAR-ROUND PROMOTION

Stay visible. Visibility all year keeps asparagus on shopping lists. Maintain a seamless, high-quality program year-round and drive incremental sales by encouraging double purchases during key holidays such as Valentine's Day, summer BBQs, Thanksgiving, and Christmas.

STEP 2: MAKE IT IMPOSSIBLE TO MISS

Eye-catching displays turn browsers into buyers. Multiple displays make it hard to miss. Use isle displays and

end-caps to draw particular attention to the product and pull shoppers toward the category.

STEP 3: ENSURE QUALITY

Freshness sells! Fresh, vibrant asparagus drives confidence and repeat purchases. Spears should be bright, with closed, firm tips. Display tips-up with butt-ends cleanly cut and sufficiently hydrated. Regular

checks by store staff should keep displays crisp and inviting.

STEP 4: LEAN INTO LIFESTYLE AND CONVENIENCE

One size doesn't fit all. Appeal to every household with a mix of sizes, packs, and colors. Using multiple colors - green, white and purple - will add interest and excitement. Include value-added, bagged or tray-packed fresh asparagus for quick convenience purchases.

STEP 5: LEVERAGE HEALTH

Healthy choices drive bigger baskets. Simple health

messaging encourages shoppers to add asparagus to their cart. 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. And remember, short signage equals higher read rate.



Peruvian Asparagus
PAIA
Importer's Association

PERUVIAN ASPARAGUS IMPORTERS ASSOCIATION
(817) 793-3133
peruvianasparagusimportersassociation.com
priscillaprestige@outlook.com



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