



TIP OF THE WEEK

Week 20

CALIFORNIA STRAWBERRIES



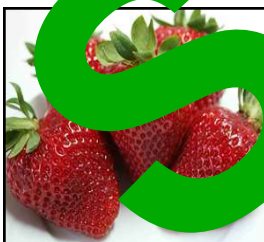
Tom Farawell

Strawberries have a history that dates back more than 2,200 years. Strawberries are believed to have been cultivated in ancient Rome. Fresh strawberries began to flourish in California in the late 1950's. California strawberry farmers were one of the first groups to adopt innovative drip irrigation technology for water conservation.

STORAGE AND HANDLING

- Keep cold unless there are immediate sales.
- Highly sensitive to moisture and freezing injury.
- Rotate and cull product daily.
- Inspect berries for quality. Be sure they are clean and dry with no signs of mold or decay.

FURTHER FACTS



• Fresh strawberries are consumed by 94% of households.

• Every strawberry plant is hand-picked approximately every three days.

- The strawberry is the only fruit with the seeds on the outside.
- Strawberries have long been associated with love and flirtation. Wedding breakfasts in provincial France serve strawberries in a soup of thinned sour cream.
- There is a museum in Belgium dedicated entirely to strawberries.

MERCHANDISING CORNER



Make all of your customers feel like summer is knocking down their doors. Big displays of strawberries this time of year are important. Build your strawberry patch display to include blueberries, blackberries and raspberries. Keep a variety of sizes in stock from 8-ounce to 16-ounce, as well as stem berries for dipping. If you are building your displays on tables make sure the turnover is high, otherwise keep berries under refrigeration. Keeping your displays in high traffic areas will increase impulse sales of not only berries, but also tie-in items. Cross-merchandise your display with pie crusts, shortcakes, pound cakes, lady fingers, dessert shells and angel food cake along with glazes, whipped toppings, and fruit dips. Strawberries also pair well with yogurts, ice cream and sherbets.

For questions and more great ideas, contact your Four Seasons Sale Representative!

Tom Farawell
Four Seasons Merchandising Team