



Regardless of your grocery store's size, smart product presentation makes a positive impact on sales. When was the last time you took a fresh look at your produce department displays? With the increase interest in vegan diets and more people cooking at home, prepare your produce department for customer success. Consumers want healthy choices on the table at home, and you want them to buy their fruits and vegetables in your store.

A – Attractiveness: Let the changing seasons **inspire your fresh fruit and vegetable display ideas**. While most produce is available year-round, consumers may think of apples and strawberries or zucchini and squash, for example, as season specific. Celebrate spring by showcasing plump strawberries and eye-catching pineapples. Inspire hearty winter soups and stews with displays of potatoes next to carrots, celery, and onions. Tilted bins deserve their place as basic components in the produce section. They hold plenty of volume, but a variety of produce display fixtures add visual interest that attracts more attention. Free-standing table bins in the center of aisles to show off produce and create traffic lanes.

Offer food preparation recipe ideas built into your displays to educate and inspire. Engaging customers to try something new with simple recipe ideas or free samples, will increase grocery cart sales. Purchase eye-catching **sign cards** to implement monthly recipes. Most of our sign cards come in three sizes and can be utilized as attractive and colorful signage or as a recipe card.

B – Boost Sales: **Boost Sales by adding complementary items near your produce displays to encourage cross promotional purchases.** As an example, display salad bowls, salad dressings or food storage containers near your fresh greens.

Draw attention to your local produce with labels or signage. Spotlight your local farmer or suppliers with unique or special details that matter to the consumers, like how to store or cut fruit and vegetables for maximum freshness. Locally grown produce continues to be in high demand from consumers because 89% of shoppers believe in-season produce tastes better, * according to *supermarketperimeter.com Jan. 14, 2022, article by Andy Nelson*. PLU labels are not enough to communicate the origin of your local produce. Instead, use **Country of Origin labels** or local **icon labels** which will be a better choice added to your signage.

C – Color: **Use color to create interest.** You have three color themes available for your produce displays. Use monochromatic color which is displaying produce items of similar colors together. Analogous which is a color scheme made up of neighboring colors on the color wheel like red, orange, and yellow. This ombre effect will also be photo worthy. Display complementary color produce, which are opposites on the color wheel and will intensify the look of your display. Displaying produce in various stages of ripeness also creates effectiveness. Fruit that is ready to eat now and fruit that will be ripe later in the week, for example. Add our food grade **Ripe for Tonight** label directly to the fruit's skin to help consumers pick the correct ripeness. offer fresh cut fruits and vegetables for the busy shopper. Customers will pay a premium for convenience. Add a fresh cut label to your signage to communicate that your produce was cut in store.

The best produce display ideas are the ones that get a busy shopper to slow down and take a second look. With the right mix of colorful displays, signage, and the proper labeling, your produce department will prove to be fruitful. For endless ideas and to rebrand and upgrade your produce department, begin with labels and merchandising solutions from GVH.



GVH
Distribution
BLOG

The ABC's of a Fruitful Produce Department

CONTACT US BY PHONE:

806.795.2453

OR BY EMAIL:

rflaum@gvhdistribution.com