

HILLTOP

Issue #3 Fall/Winter 2012/13

river valley pears

sustainability in every box

Harvista: new tech in the orchard

Piñata goes tropical



World Famous Farming

— from —

World Famous Places



Dear Readers,



Fall has arrived and another apple and pear season is upon us. Right now, the pear crop has been picked, apples are well on their way, and packing for both fruits is ramping up at Stemilt.

The 2012-13 national apple crop will certainly be one for the books. It's the smallest crop we've had in a long time due to challenged regional supplies in the Midwest and East Coast. Here in Washington, we are fortunate to have a large volume crop with great fruit quality. There will be many unique opportunities for apple category success this year, including five-pound consumer bag promotions to appeal to the value shopper. The 2012-13 pear crop is down about 20 percent from last year. This is not because of any crop reduction, rather because it is the "off" crop year for pears. Quality is outstanding and sizing is large, which will be great for building the pear category at retail this year.

As always, Stemilt's sales and marketing team is here to help make the upcoming year a success on apples and pears. Please let us know how we can assist you.

Thank you for your ongoing support of Stemilt. Let's make it a great apple and pear season!

Onward,

West Mathison

HILLTOP

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West Mathison

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onthecover



September Fuji apples on a limb in Quincy WA, September 2012.



World Famous Farming — from — World Famous Places



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sustainabilityⁱⁿ every box

Bags, clamshells, trays, boxes, and more – there's no doubt that packaging plays a big role in Stemilt's ability to get apples and pears delivered to stores worldwide. The importance of these materials means that a great deal of time and energy is spent ensuring that every package is durable, cost-effective, and produced with the environment in mind.

The company's newly designed master carton for bagged apples and pears is one example of how Stemilt focuses on sustainable packaging solutions. The idea for the new carton came out of a meeting of the Responsible Choice committee, a group of employees that develops and helps implement new initiatives for Stemilt's long-standing sustainability and social responsibility program. They recognized that bagged fruit relied heavily on packaging materials and wondered if there might be an alternative that would reduce the amount of packaging used without compromising the quality of the value-added product at arrival.

According to Roger Pepperl, marketing director at Stemilt and member of the Responsible Choice committee, the Bliss bag master carton is specially engineered reinforced corners to ensure strength, yet uses 24 percent less cardboard than Stemilt's previous bag box. The box has the capacity to hold two additional bags, which maximizes pallet space and reduces per bag freight cost by 8 cents.

"We've found that even subtle changes to a package can make a big difference to the sustainability of it in the long run. Additionally, using less cardboard in every box reduces packaging costs and waste," said Pepperl.



In addition to minimizing the use of cardboard, the Bliss master carton for bagged fruit is also produced from Kraft paperboard, which has sustainability components of its own.

The advantages of Kraft paperboard come in the production of the material. When compared to white paperboard, Kraft requires 5 percent less wood fiber and 20 percent less water during production. Kraft is also recyclable and reduces the Biological Oxygen Demand of wastewater by nearly 50 percent, thereby reducing the electricity needed to treat the water.

Stemilt utilizes Kraft for all bagged fruit boxes and all cartons packed under the Artisan Organics line. Additionally, the corrugate bottoms of all Stemilt apple and pear boxes are produced from Kraft.

“Approximately 60 percent of our cartons for apples and pears are produced from Kraft, which is better on the environment in both production and disposal because it can be recycled. It’s another way that we are ensuring every box is produced with sustainability in mind,” said Pepperl.



Stemilt unveils new box design

This fall, Stemilt unveiled a new box design for its standard cartons for apples and pears. The new design brings the company's logo to the forefront with an orchard background that helps tie the fruit back to the land. Stemilt also included a "Family Owned Since 1964" stamp on the box to highlight the company's decades of experience supplying retail stores worldwide with fresh apples, pears, cherries, and summer fruits. The new design appears on black, blue, and red cartons and is already being used while packing the new crop of Stemilt apples and pears.



“

Stemilt's bliss bag master carton is specially engineered with reinforced corners to ensure strength, yet uses 24% less cardboard than the previous bag box.

”



Piñata goes tropical

The winter season is usually associated with cold temperatures and snow, but this year, signs of warmer weather will be evident at least in produce departments – as Stemilt's exclusive apple variety, Piñata!®, returns to stores nationwide.

Stemilt will unveil a new carton, display bin, and promotional materials for Piñata when the season for the apple kicks off in January. The merchandising materials are centered on a new “island theme” in order to highlight the tropical undertones that make the apple's flavor profile so unique.

Piñata is a cross between two heirloom varieties from Europe – Cox's Orange Pippin and Duchess of Oldenburg – and Golden Delicious apples which originated in the United States. When combined, these three varieties create a beautiful red-orange apple with a yellow background. Piñata has a balanced sweet-tart flavor profile with hints of tropical flavors that make it stand out among foodies.

“Piñata is a high-acid and high-sugar variety, with the same thin skin as a Golden Delicious that fractures cleanly when you bite into it,” said Roger Pepperl, Stemilt marketing director. “It also has tropical undertones, such as pineapple, which sets it apart from other apples available in the marketplace today.”



PIÑATA!

A surprise for your taste buds



*Tropical
Twist*

CLASSIC APPLE FLAVORS WITH A



The new graphics have Piñata as an “apple island” floating in the middle of the ocean with a cruise ship nearby. Like any tropical island, the Piñata island has a palm tree on it. The words “classic apple flavors with a tropical twist” bring the apple’s flavor profile to the forefront while a postcard gives shoppers additional attributes of this new apple.

“The bright blue colors and fun island graphics help convey the flavor profile of Piñata. Consumers need a reason to stray from their normal purchase and give a new apple a try and the new cartons and bins do just that. It’s a great way to warm up the produce department during the coldest months of the year,” said Pepperl.

A pop-up merchandising display bin follows the island theme but also folds a QR code and Facebook icon into it. The QR code takes shoppers to a mobile Piñata site via any Smartphone, where they can access Piñata-inspired recipes, information about the apple, and a video introducing the apple and the Mathison family, who own and operate Stemilt.



The Facebook icon invites shoppers to “like” the Piñata apple page on the popular social media site. Piñata has a social community of over 4,800 with a lot of chatter about the apple during the months leading up to the apple’s availability, as well as when it’s in season.

“In early September, we posted a photo of the apple to show fans how it was progressing on the tree. This generated over 60 likes and more than a dozen comments regarding the apple’s availability. Year after year, the fan base and excitement for this apple grows tremendously,” said Pepperl.

In addition to bringing the island theme into merchandising graphics for stores, Stemilt plans to utilize it on the web and social media. The company has plans to run a beach towel giveaway on Facebook in order to increase its fan base.

Stemilt will harvest Piñata apples from orchards in Washington state in mid-October. The apple is available nationwide by January, just in time to help promote healthy eating for the New Year.

“We’re excited to kick off another Piñata season in 2013 and introduce the tropical aspects of this apple to excited shoppers. The fun and flavorful Piñata apple is a great way to kick off the New Year in the produce department,” said Pepperl.



pear & cheese blooms

Stemilt's Lil Snapper Pears make the perfect bloom to sprout sticks of cheese for easy nibbling and great, healthy snacking... a bloom to consume, top to bottom.

Ingredients

1 Stemilt Lil Snapper Kid Size Pear

2 slices cheese (cheddar, monterey jack, or as preferred), cut into approximate 1/4" strips

Procedure

Place an apple/corer slicer atop pear and gently press down to core and slice pear, stopping just short of going all the way through. Remove corer/slicer up through pear, pushing slices down to remove from fruit. Using kitchen scissors, carefully cut core away from center of pear. Draw slices of pear together and transfer to narrow serving bowl (pot or glass). Carefully pull wedges of pear apart to insert strips of cheese. Serve immediately.

(Note: If using a clay pot or other non-culinary vessel, place some plastic wrap or a cupcake holder into bottom of pot to house fruit.)

Makes one serving



Lil Snappers™

kid size fruit



Lil Snappers™

kid size fruit



Stemilt's line of kid-sized apples and pears is back for its second season with a new flavor addition and unique merchandising display piece. Lil Snappers are 3-pound bags of apples or pears that stand up in the refrigerator and have a zipper closure to make accessing and storing the fruit easy. The grab-and-go bags were a hit among today's busy parents in their debut year on the marketplace.

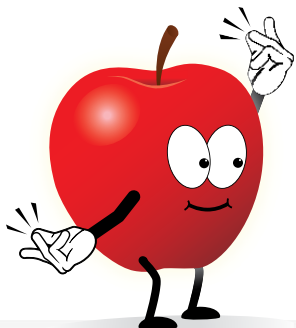


Kid-friendly Bartlett pears were added to the Lil Snappers mix in time for the start of the 2012-13 pear season. Bartlett has a classic pear flavor with abundant juice and a buttery texture, which matches well with the flavors that kids enjoy. Lil Snappers are also available in d'Anjou pears, and Gala, Granny Smith, Pink Lady, Piñata, Fuji, Braeburn, and Honeycrisp apples. Stemilt has organic Snappers available in select varieties.



Stemilt also added a new merchandising display for Lil Snappers. Called a LAMA, this one-piece display ships flat and unfolds into an eye-catching and freestanding display. The graphics on the LAMA follow the same fun design from existing Lil Snappers packaging, with the addition of a hot air balloon that an apple and pear "snapper" ride in. The hot air balloon pops away from the flat display in order to add depth. The display is folded "accordion style" so that it sets up in an instant in the produce department.

"We're excited about the expansion of our Lil Snappers line, as well as the new LAMA display piece. The display and packaging have bright colors and fun characters that appeal to kids and moms will certainly appreciate the grab-and-go Lil Snappers bag for its convenience attributes and the healthy product that it contains," said Stemilt marketing director Roger Pepperl.



new tool helping to produce *world famous* apples

Stemilt apple growers recently added another tool to their toolbox that helps in their goal of producing fruit of the highest quality. The pre-harvest application, Harvista™, is assisting many growers in the management of their harvests on varieties like Gala, Golden Delicious, Honeycrisp, Red Delicious, Fuji, and Stemilt's exclusive variety, Piñata.

Harvista is a new material from AgroFresh, the same company that introduced SmartFresh™ to the apple industry. Stemilt has worked with AgroFresh for the past 11 apple crops through its use of SmartFresh, a post-harvest material that helps maintain fruit quality in order to store, pack, and deliver consistent high quality fruit year-round.



Harvista

According to Dale Goldy, Assistant General Manager of Stemilt Ag Services, Stemilt's success with SmartFresh compelled the company to begin using Harvista when it became available commercially three years ago. Stemilt applied the material before harvest on test blocks in the first year, and since then has increased its use of Harvista significantly in order to effectively manage harvest and improve fruit quality.

Harvista blocks ethylene, a naturally occurring plant hormone that ripens fruit. Without the application, fruit continues to ripen while it awaits picking. SmartFresh blocks ethylene after harvest, but growers have found that using Harvista allows them to get ahead of that process which makes the SmartFresh application that comes after harvest more effective.

"Harvista is applied on certain orchard blocks when the fruit is at its prime in order to slow down the fruit's maturation process in the field. This helps us manage labor in order to consistently pick better quality fruit with great storage potential," said Goldy.





According to Paul Nelson, Harvista Product Manager at AgroFresh, Harvista is the same base product as SmartFresh, but a different mix which allows for foliar application, rather than the typical fruit application. Harvista is applied to trees 1 to 1 ½ weeks prior to harvest via helicopter. Once on the trees, it helps hold the fruit at a desired maturity level, which “buys time” on select blocks so that picking crews can focus on other areas of the orchard.

“The goal of Harvista is to help growers deliver consistent, high-quality fruit to the warehouse with a tighter range of maturity levels which ultimately helps create uniformity among fruit that is stored,” said Nelson. “It provides growers with a tool to better manage harvest which is critical in our labor intensive industry.”

SmartFresh is used post-harvest to maintain the high quality of the fruit from the field, no matter if it is to be packed right away or put away in short, mid, or long-term storage.

Stemilt has worked collaboratively with AgroFresh for over a decade in order to stay at the forefront of new technologies like Harvista and SmartFresh in order to improve fruit quality and storage potential. In addition to being a large user of both materials, Stemilt houses one of AgroFresh’s research and development sites at the company’s Olds Station plant in Wenatchee.

AgroFresh expects the use of Harvista to grow in the future because of the flexibility it provides, Nelson said. “It’s quickly becoming an important tool that helps growers manage their harvests, and most importantly, delivers fruit to packing facilities at the desired maturity level and with the characteristics that consumers crave,” he said.





social chatter

Social media continues to be a hot topic in marketing today with the growth of popular sites such as Facebook, Twitter, and You Tube, and the introduction of sites like Pinterest and Instagram. More and more businesses are turning to social media as a method to promote their brand, products, or special service. Why social media? The statistics say it all!

Facebook accounts for 20 percent of all page views on the web with a network of monthly active users that now totals 901 million. On Twitter, 340 million tweets are sent per day while You Tube handles 10 percent of all web traffic. Emerging sites like Instagram and Pinterest are also creating a large following. In just over two years since it was founded, Instagram reached the 30 million user milestone in early 2012, while Pinterest was the fastest site in history to break through the 10 million unique visitor mark.

Stemilt joined the social media world back in 2009 when it launched a page for its exclusive niche apple variety, Piñata. Since then, a company Facebook page and Twitter handle have been added to the social mix, and so has a You Tube channel. Stemilt views social media as a way to communicate directly with shoppers about the fruits they grow.

“We want to engage with consumers about our fruits and be their go-to source on apples, pears, cherries, and soft fruits,” said Roger Pepperl, Stemilt’s marketing director. “It’s all about bringing our farms to the places they visit most.”



The early entry into social media is paying off for Stemilt. The company now has nearly 15,000 likes on its Stemilt Facebook page, which generates hundreds of likes and comments each week through regular postings of photos from the field, recipes from Stemilt's website, and information on nutrition, fruit, and more.

“When we started using social media for our business, the communication was a bit one-sided. We were telling fans and followers our story. Now, with a large fan base, the dialogue is becoming two-way. Fans are interacting directly with us, as well as with one another,” said Pepperl.

The chatter on the company's social media sites gives insight into consumer experiences with Stemilt fruit and serves as a platform to educate people about all things fruit, including where and how it is grown.



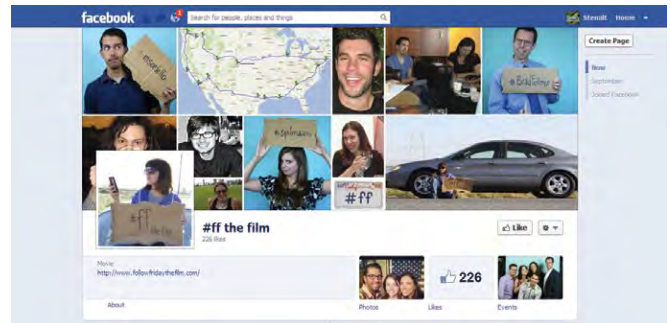
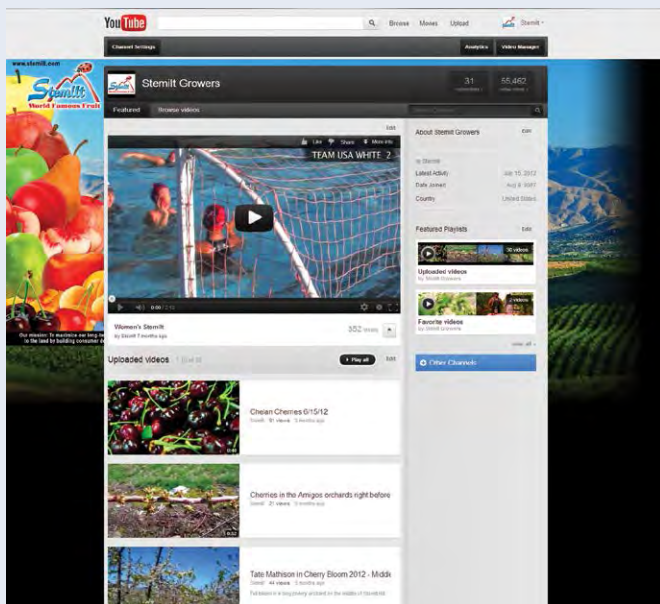
Stemilt recently shared a photo of Red d'Anjou pears at harvest on its Facebook page with an explanation that these pears actually wouldn't be packed for 5 to 6 weeks in order to allow the fruit to ripen in cold storage – all to enhance the consumer's eating experience. This generated over 100 likes and several comments ranging from “yum” to “I love pears” to “interesting fact – did not know that.”

“It's really fun to get feedback from people about our fruits, and even more exciting that they are learning about Stemilt and

the fruit that we grow on social media. It shows that the way people connect with brands and companies has evolved,” said Pepperl.

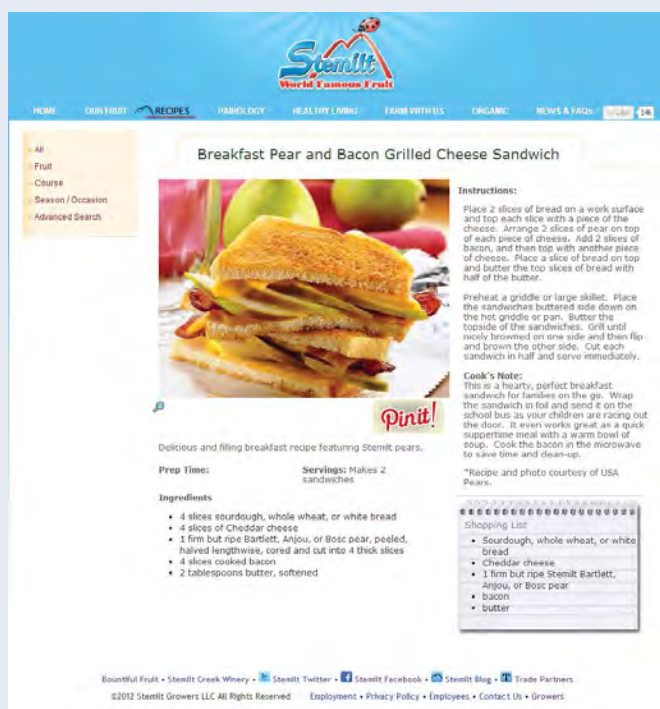
Stemilt is also finding ways to engage with people on Twitter, YouTube, and Pinterest.





This past summer, Stemilt supported *#ff-the film* (followfridaythefilm.com), a group of people on Twitter that decided to travel the country to meet people that they follow on Twitter. Stemilt joined other produce companies to provide them with fresh and healthy snacks at several of their stops, and also led them on a tour of apple packing operations when they made a stop in Wenatchee. The group is now editing the video footage they captured along the way into a documentary on social media.

Stemilt has a channel on You Tube that houses videos the company has put together around its fruits and operations. Many of the videos are also linked to the company website.



Stemilt has also added “Pin It” buttons to many areas of its website, including all of the delicious recipes available for apples, pears, cherries, and summer fruit. Pinterest is a growing social community that invites people to create a virtual pinboard of things they like, recipes they want to try, craft projects, and much more. With an audience that is primarily women, it’s a great social platform for a company like Stemilt to get engaged with, said Pepperl.

Going forward, Stemilt plans to bring a few giveaways or sweepstakes into its Facebook efforts, and will certainly be looking for ways to tie in to Pinterest and Instagram, as well as any new social media sites that come out.

“The dialogue that social media allows us to participate in is really unique in the marketing world. Social media is proving to be a great way for us to communicate directly with fruit lovers, including those far away from our farms,” said Pepperl.



World Famous Farming — from — World Famous Places



World Famous Pears



Mathison Family
Upper Valley Pears
Wenatchee & Entiat Rivers

pb&t apple wafers

Cookies will take a back seat to this treat, using Stemilt's Lil Snapper Apples. With a bit of peanut butter and a touch of toffee, these little wafers offer a healthy, playful twist on dessert.

Ingredients

1 Stemilt Lil Snapper Kid Size Apple

3 to 4 tablespoons creamy peanut butter

1/2 cup toffee bits (found in baking section of most markets), placed in a shallow bowl

Procedure

Place apple on cutting board, properly (with stem up). Cut a thin slice from each side of apple to reveal a flat edge (knife parallel to length of core). Using a toothpick or knife, carefully mark three, roughly equal width slices (approximately 1/4" or less) from this outer side of apple into center (on both sides of core). Slice down, vertically at each of these points to get three "rounds" of apple off of each side of core. These coreless wafers will serve as the tops and bottoms of each wafer "cookie."

To assemble, match similar size slices from each side together. Place approximately 1 tablespoon of peanut butter on one slice of each pairing, and spread slightly to edge. Top with coordinating slice of apple and gently press two wafers together so that peanut butter oozes out just a bit all around edge. Gently roll peanut butter-exposed edge in toffee bits. Repeat with remaining wafers. Serve immediately. (Note: Colorful cupcake holders make a great "dish" for these playful wafers.)

Makes one serving (3 wafers)



Lil Snappers™

kid size fruit



merchandising that POPS

Just in time for the new crop of apples and pears, Stemilt is introducing a new look for its popular pop-up display bins for store merchandising.

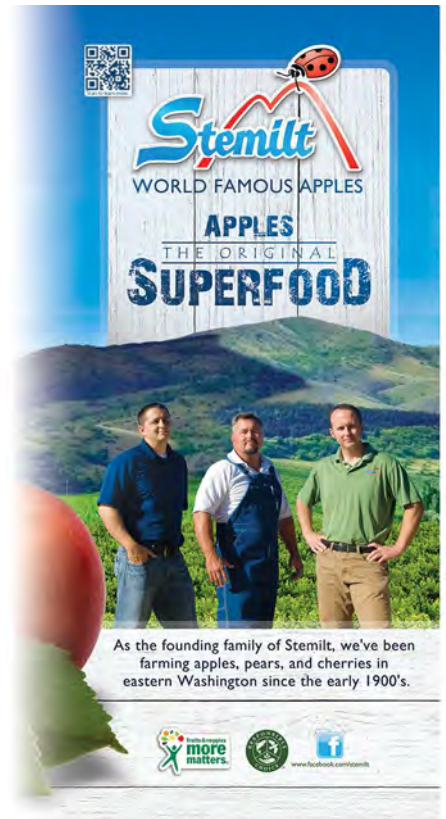
Both display bins feature the Mathison family, who own and operate Stemilt, in order to help tie the consumer back to the land and the people who grew the fruit. The front of the bin features an orchard background, attractive images of the fruit, and a stamp conveying Stemilt's long history of being family-owned. Stemilt's "world famous" tagline is used to inform the shopper which fruits are on display from a distance.



Each bin has a QR code that takes a smartphone user to a mobile site dedicated to providing information and recipes or fruit pairings for that fruit. A Facebook icon invites shoppers to like Stemilt on the popular social media site.

“We’re excited to unveil a new design for our apple and pear bins,” said Roger Pepperl, Stemilt marketing director. “The fresh design catches the shopper’s eye and the easy pop-up design means that no assembly is required by the produce department. It’s a great way to merchandise apples and pears during the peak fall and winter seasons.”

These display bins ship flat and can hold two standard trays of fruit or multiple bags. Contact your Stemilt Representative for more information.



river valley pears

Travel west or north out of Wenatchee, Washington for a bit and you'll quickly arrive at what many farmers consider the best pear growing regions in the world. The Upper Wenatchee River Valley, located west of Wenatchee about 20 minutes near the towns of Peshastin and Leavenworth, and the Entiat River Valley, located north of Wenatchee about 30 minutes, have both been producing high quality pears for decades, and are the two locales where the majority of Stemilt's pears come from.



Pear harvest begins each August with the Bartlett variety, with d'Anjou, Bosc, and Red pears following soon after. Both regions produce the mainline varieties of pears, as well as specialty varieties like Concorde, Taylor's Gold, and Seckel.

The climates in both regions are very similar, as are the surroundings that make them so perfectly suited for pears. The Upper Wenatchee River Valley is located in a wider valley along the Wenatchee River, while the Entiat River Valley is a bit narrower and follows the Entiat River. Pear orchards at both locales are surrounded by high, alpine peaks from the Cascade Mountain range. These peaks are covered with snow in the winter, which filters down to be used for irrigating orchards as the snowpack melts in the spring.

The real benefit of having pear orchards nestled against mountains is the cooler climate and high-quality airflow that they bring. The peaks, rivers, and higher elevations stay much cooler during the warm central Washington summers creating microclimates that are well-suited to producing different varieties of pears.

"The microclimates prevalent across these river valleys combine with central Washington's volcanic, fertile soil and clean water sources to provide a cool and comfortable environment for pears to grow in. It's that kind of environment that delivers clean, high-quality pears with the eating qualities desired by pear connoisseurs," said Roger Pepperl, Stemilt marketing director.





The two best pear growing regions get a boost from experienced farmers and father-son duo Mike Taylor Sr. and Mike Taylor Jr. Together, they own and operate Taylor Orchards, and have a family farming history dating back to 1969. In addition to growing a variety of apples in the Columbia Basin region of eastern Washington, the Taylor's farm pears in both the Upper Wenatchee River Valley and the Entiat River Valley.

"The river valleys that we are fortunate to grow pears in are like no other locales in the world," said Mike Taylor Jr. "The four true seasons, the soil, the landscape – it all works together to benefit our trees and produce true premium quality pears."

The Taylor's have a "flavor comes first" philosophy when it comes to growing and harvesting pears. Their years of farming experience means that they have many tools to produce a quality crop. Additionally, they realize the importance of growing pears in a balanced orchard environment. Like many Stemilt growers, the Taylor's utilize natural growing methods like pheromone traps (for mating disruption) and natural fertilizers whenever possible in order to produce fruit of the highest quality.



"It's important to us that we grow pears with great size, colors, and complex flavors and textures in order to continue attracting shoppers to the pear category. We want them to remember Stemilt pears as something special and focusing on flavor helps in accomplishing that goal," said Mike Taylor Jr.





Stemilt Creek Winery

We love our Wine Club Members!



Jan and Kyle Mathison reserve the very best of their wines and hospitality for the members of Stemilt Creek Winery Wine Club. Join us as a wine club member and celebrate the joy of fine wine, good friends, and passion for life! As a member for our wine club you receive the following:

- A generous 30% Savings on each Wine Club Release
- 6 bottles of wine shipped 2 times per year (Spring and Fall Wine Club Release)
- 20% off case purchases throughout the year
- 10% off wine purchases throughout the year
- Only wine club members can order from our Library Selection Wines
- Wine Club Members get first rights on available new releases
- Monthly Newsletter
- Invitation to Wine Club Party for Fall Release
- To sign up for the Stemilt Creek Winery Wine club contact:

winery@stemiltcreekwinery.com*

*Due to Shipping Laws, not all states are open for shipping wine.

Please contact us at winery@stemiltcreekwinery.com for availability in your state.





It is with great pride that we honor the pioneers who came before us through our wines at Stemilt Creek Winery. Our site-specific wines are harvested near the land planted in the late 1800's by homestead pioneer, Thomas Cyle Mathison. Jan Mathison, our winemaker, lovingly crafts the wines using grapes that Kyle Mathison grows on the same land that his

family has cultivated for over a century. The winemaking style tends to build the wine with brawny tannins to shoulder earthy flavors evident in the unique terrain of Stemilt Hill, including the use of Kyle's World Famous Compost. Collectively, Stemilt Creek wines exude brawny characteristics consistently in a coherent full-bodied and lasting flavor much like the intriguing story of the Mathison family legacy.



A Day's Work - Honors Scottish Pioneer, Thomas Cyle Mathison - A Day's Work's flavor, structure, and finish can be summed up in the powerful story behind homestead pioneer, Thomas Cyle Mathison. Seizing opportunity to own land, he declared in a strong Scottish accent, "That I cometh to this land with nothing but a days work in me hans." These mighty hands dug ditches, mined for gold, and ultimately planted the seeds for the one of the largest fruit companies in the world. His robust spirit harmonizes with the boldness of this Bordeaux style blend with sturdy structure and a black cherry finish!

Boss Lady - AJ Mathison - Spectacular spice balances with a mouthful of black-strap molasses which is held up by a mineral note resembling flint - this wine is dazzling. All full of electricity and pizzazz which dances across the tongue for a long, satisfying finish sure to leave a lasting impression. Don't let all the fun fool you. AJ Mathison, known as Boss Lady, had a fiery fortitude and passion for family and the land. There is a serious side to this 2nd vintage of "Boss Lady" with sturdy tannins, toasted oak, and full flavor finish. Enjoy a sip and let your taste buds tango.

Caring Passion - TK Mathison - Passionate. Caring. Focused. Anyone who ever met TK instantly recognized his genuine personality. He introduced himself with confident honesty and finesse - never hiding a thing - he never had to. He knew who he was. His crew and their families knew he cared about them as much as the work and the land. This 2nd vintage of "Caring Passion" resembles that trait, introducing itself with pure Merlot characteristics: soft tannins, ripe red cherry, coffee bean, and cassis with a hint of vanilla oak backing up the fruit. Just what a Merlot should be - comfortable - just like TK. Sit with it a while and enjoy.

5 tips for maximizing sales on the 2012/13 apple crop

The 2012-13 national apple crop is the smallest the industry has seen since 1986. There's no doubt that demand will be high for this staple item this year! Use the following tips from Stemilt to effectively merchandise this unique crop in order to maximize sales in your apple category.



1) Give Shoppers Value Options: A shortage of apples typically equates to higher prices. This leads many shoppers to look for value items. In addition to regular promotions on bulk apple varieties, Stemilt recommends carrying 5-pound bags in order to keep price shoppers happy. This bag will help move tonnage and give you a higher sales ring.



2) Convenience Bags for In-and-Out Promotions: On the other side of the pendulum is the shopper looking for convenience, and doesn't mind paying a little more for it. Stemilt's line of premium, kid-sized apples and pears, Lil Snappers, are the perfect items to use for in-and-out promotions to add tonnage and dollars to your apple category.



3) Regular Bulk Promotions: In most regions, bulk apples account for more than 70% of category sales. Regular promotions on bulk apple varieties is the best way to lift your category and improve performance. Mix promotions among regional apples, mainline varieties like Red and Golden Delicious, and of course varieties like Gala and Fuji.



4) Use Niche Varieties to Create Excitement: Bringing something new into the produce department is exciting for shoppers, but this item must be visible so they don't pass it over. When promoting a new or niche apple variety, like Stemilt's exclusive variety Piñata, make sure you build large, eye-catching displays. Plan 2-3 ads for these items to encourage repeat purchases.



Stemilt
Artisan
Organics

5) Organics Matter: Organic is a hot food trend and produce is the entry point for many new organic shoppers. Regular promotions are important on organic apples. Stemilt recommends substituting 1-2 conventional varieties with organic for a brief time, or promoting one organic apple each month to keep organic shoppers interested in this premium item.



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PIÑATA!

A surprise for your taste buds

- YOUR NEW FAVORITE APPLE
- GREAT FOR ALL CULINARY USES
- AT SUPERMARKETS EVERYWHERE



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*Tropical
Twist*

CLASSIC APPLE FLAVORS WITH A

Lil Snappers™

kid size fruit



New Lama Display
for 2012/13 season!

display
shipper



Tasty, snappy
and perfectly sized
apples and pears!



TRADE

CONSUMER

- Dramatic test market results
- Great for in-and-out promos
- Great for satellite displays
- Multiple varieties for continuous promos
- 9/3lb display-ready box
- More bags per pallet than traditional 12/3 bag cartons
- Built-in signage via printed lid
- Display bin option
- Attracts kids and moms

- Fun and healthy choice
- Resealable bag
- Encourages snacking, even in the fridge
- Impulsive kid-friendly graphics
- Best eating varieties for kids
- Perfect size for small hands & mouths
- PBH More Matters logo product
- QR code for consumer engagement

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WORLD FAMOUS FRUIT



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