



GRAPEFRUIT MERCHANDISING

Our Texas Rio Star Grapefruit is known for its sweetness and versatility. That sweet and sassy flavor works well with other fruits and believe it or not, vegetables. To maximize potential sales while our fruit is in season try tying our grapefruit into seasonal celebrations and holidays while cross-marketing with other complimentary products. Customers will appreciate the new fresh ideas to help them plan for meals and parties.

“EYE” APPEAL IS “BUY” APPEAL

Always have cut Texas Rio Star Grapefruit on display, by doing this sales can increase up to 10%. The beautiful dark red interior color of our grapefruit will attract the consumer's attention, but it's the great taste that will bring them back for more. It will also show the consumer that surface marks caused by the tropical breezes from the Gulf of Mexico are only on the peel and doesn't affect the inside quality at all.

TURN AN IMPULSE SALE INTO A PLANNED PURCHASE

When possible, place a simple recipe or website address into your weekly ad. The cook in the family will be sure to write down every ingredient needed for the recipe and create more sales throughout the department. Also remember that our sweet fruit appeals to all ages, families are buying more grapefruit for their kids so suggesting simple, delicious and yes, healthy recipes makes great sense. You are also reaching the busy moms, the working dads, the young professionals and now busy retirees. Suggesting quick and easy recipe ideas and then cross merchandising the items makes sense and is an easy marketing tool to increase grapefruit sales.

PROVIDE THE CONSUMER A CHOICE

Have bulk fruit for individual selection and bagged fruit for value (plus bagged fruit can help lift sales up to 30%).

TAKE ADVANTAGE OF SEASONAL CELEBRATIONS AND HOLIDAYS

Because our grapefruit blends so well with other fruits and vegetables, get creative for holidays and well known seasonal events for cross-marketing opportunities. Here are some ideas:

- **Christmas Time** – be sure to display both bulk and bagged sweet Texas Rio Star Grapefruit beginning in December. The dark vibrant red inside our grapefruit matches perfectly with the Christmas theme and will stand out in displays. Build a display encouraging customers to purchase fruit to create their own holiday gift baskets. Surround the display with grapefruit spoons, peelers and other complimentary gift items for instant ideas.
- **New Year's Eve or Super Bowl parties** – encourage customers to create a Citrus Salsa or Grapefruit Guacamole dish. Drop the recipe into the ad or encourage customers to go to www.txcitrus.com for the recipe turning what perhaps would be an impulse buy into a planned purchase. Build a display accordingly and add baked chips for the dippers.
- **Valentine's Day** – A great idea for tying in our sweet Rio Star Grapefruit with Valentine's Day is creating a display around our fruit with prepared strawberry glaze and packaged crepes. The beautiful interior color certainly ties in with this special day and it's a great, easy way to impress someone special.
- **Healthy Living** – Introduce Texas Rio Star Grapefruit to customers in a salad promotion. Our delicious grapefruit adds to the nutritional value of a salad not to mention increasing the interest (and taste!). Suggest tossing sections of our sweet deep red grapefruit into various salad blends. Build a display with bagged salads and then round out the mix with various sweet dressings – raspberry vinaigrette, balsamic, etc. Since Texas Rio Star Grapefruit doesn't need to be held below 50 degrees, a secondary display can be built in front of the refrigerated salad rack.

KIDS & GRAPEFRUIT – ABSOLUTELY!

When given the opportunity to taste our Texas Rio Star Grapefruit kids enjoy the sweetness and juiciness. Having sections available for tasting can certainly create new customers from the smallest ones to adults who haven't tried our sweet and juicy Texas Grapefruit in a while. Another idea is to try a demonstration centered around kids loving grapefruit. Create and sample a Citrus Ambrosia with segments of our Texas Rio Star Grapefruit, Texas Sweet Oranges along with mini-marshmallows, coconut and chopped pecans. Not only will you attract kids with this sweet, yummy snack you will also attract adults too!

While providing something very healthy and tasty for them, you are also creating consumers of tomorrow!

Check out our website to see all the recipes mentioned above and more!