



## PRODUCE DISPLAY

Careful attention to how produce items are displayed is critical in helping boost sales. Bins should be attractive and always full. Simple tricks help bulk up displays so they maintain the appearance that your products are fresh and abundant.

### Keep produce stacked high

A taller, fuller display is more noticeable. It provides a sense of freshness and encourages people to buy more products.

**Keep displays full** Half-full and empty bins give the impression that the store has old, poor quality items. Using smaller baskets and restocking them often helps keep them looking fresh and full. Refill empty displays as soon as possible.



**Display produce in baskets, crates, or nice boxes** Using baskets or wood crates to display your produce makes them more visible and eye-catching.

**Tilt displays forward** to position the boxes to meet your customers' eye.

**Cut open a piece of fruit for display** to show the vibrant, juicy insides. This will brighten up your displays and help encourage customers to buy your products.



**Label everything with clear and consistent signs** Make sure all items are labeled and show the price.

**Place different colored products next to each other** to catch customers' attention.

**Only display fresh produce** If you wouldn't eat it, don't try and sell it. Remove rotting, bruised, and damaged products. One bad item gives the impression that the entire bin is old and poor quality.



**Trim and mist produce** to keep it looking fresh. Remove wilting outer leaves of lettuce and cabbage to keep it looking it's freshest. Many items also benefit from periodic misting to keep them crisp and enticing.

**Highlight NEW and SALE items** Customers like to see and try new items. Marking these products with signs will help draw your attention to them.



**Make produce items visible** Keep more perishable items such as bananas or mangoes at eye level to help them sell faster.

**Rotate produce** throughout the day to maintain freshness. Use this opportunity to check produce bins to make sure displays are full and there are no bad apples, and keep them full.



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