

# CHERRIES ARE PICKING SOON

SHORT SEASON. LIMITED AVAILABILITY.

HARVESTING JUNE 12, 2019\*



## CUSTOMERS ARE HUNGRY FOR NORTHWEST CHERRIES!

USE DISPLAYS TO CAPTURE 30% MORE IMPULSE PURCHASES IN STORE.

### CATCH UP ON LOST REVENUE

Cherries are one of the top performing items in produce, bringing in huge profits in a very short time frame. The devastating weather and smaller-than-expected harvest volume out of California has amplified the need for retailers to line up Northwest cherry promotions. Retailers only have a few months to capture cherry sales, and many retailers are going to be looking to the Northwest crop to maximize cherry results for the season.

### OPTIMISTIC OUTLOOK FOR NORTHWEST CROP

Fruit sizing looks great, quality should be outstanding, and harvest timing will coordinate nicely for holiday promotions. The Northwest crop was expected to be very congested in late June through July however reports this week show that early districts have advanced, creating more separation between harvest zones.

### DISPLAYS DRIVE SALES

Cherries are usually an impulse purchase and retail displays offer an excellent way to capture as many sales as possible. From eye-catching packaging and displays, CMI has you covered. Merchandise in multiple areas of your store to capture more sales. **IDEAS TO TRY: Next to the ice cream section, up at registers, or near the snack section.**

### PEAK PROMO PERIOD

June 23<sup>rd</sup> - July 25<sup>th</sup>



CALL US TO BOOK YOUR ORDERS TODAY! (509) 663-1955

[WWW.CMICHERRY.COM](http://WWW.CMICHERRY.COM) [WWW.CMIDREAM.COM](http://WWW.CMIDREAM.COM)

\*Subject to 2-3 day variance.