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Stores use sampling to attract shoppers

By Abraham Mahshie
Special to The Packer

Tropical fruit marketers are employing a wide range of strategies to increase consumption this year, ranging from traditional signage and in-store sampling, to appealing to social responsibility and community engagement.

Doria Potts-Blonder, sales and marketing director for New Limeco LLC, Princeton, Fla., relies on educating buyers and consumers.

The company reaches out to warehouse managers and produce managers so that they can in turn answer customer questions in the produce department.

Point-of-purchase material and placards with calorie information appeal to customers' heightened interest in nutritional information. The material also teaches customers how to choose, cut, store and cook with fruit they are less familiar with.

"It helps when you walk into the grocery store and you are not sure what to do with (the fruit)," she said.

Dorian Gallegos, director of procurement for Frieda's Inc., Los Alamitos, Calif., also has what she describes as a "flexible" in-house marketing department that caters signage and handouts to customer needs, while providing additional information, recipes, seasons and uses online.

Some said mango varieties may be one of the biggest victims of unfamiliarity.

Wendy McManus, director of marketing for the Orlando, Fla.-based National Mango Board, said the board has developed



McManus

special point-of-sale material to educate shoppers about yellow-skinned and green-skinned mangoes.

"These were developed in response to retailers who tell us that when the mangoes aren't red, their sales drop off," she said.