Let’s make a plan where we are both stars.
Contact your Stemilt Rep today!

www.Stemilt.com
Late season cherry sales were only **38%** of the lbs. sold (per store per week) during July’s cherry peak, but were **53%** of the dollars.

**Action:**
Build cherry sales with high value per lb. Moon Cherries. High qualities, best varieties, and available only to Stemilt partners.

During the Honeycrisp void, the outrageously juicy Rave® apple added an average of **48 lbs.** per store per week to apple sales.

**Action:**
Rave® is a premium apple ready to rev up your apple sales. Run 2 Rave® ads in August and September.
LIL SNAPPERS®
TIMELINE: August 17 – September 30

BACK TO SCHOOL
Bartlett Pears, Red Pears, Organic Tosca Pears, & Gala Apples

The hit kid-sized fruit brand is ready to boost underperforming apple and pear categories during the back to school rush.

Action:
Plan back-to-school ads with pears loading in mid August and Gala apples in early September.

SUMMER FRUIT
TIMELINE: Mid July – September

OPPORTUNITY GAP FOR SUMMER FRUIT

Deliver consumer satisfaction on a category that needs to win customers back. Stemilt’s 100% organic peach and nectarine program is all about flavor to delight consumers and bring them back for more.

Action:
Lock up your supplies now and run organic peach and nectarine ads in August and September!
GALA APPLES
TIMELINE: August 24 – September 30

OPPORTUNITY GAP FOR GALA APPLES
Gala Total US Avg lbs/week/store 2019

There’s a **78 lb.** per store per week opportunity gap on Gala apples because of the late reaction to new crop Gala.

**Action:**
Plan early ads for both conventional and organic Gala apples to close the gap.

RUSHING RIVERS® PEARS
TIMELINE: August 17 – September 30

OPPORTUNITY GAP FOR PEARS
Total US Avg lbs/week/store 2019

There’s a **76 lb.** per store per week opportunity gap on pears during August and September when compared to October and November.

**Action:**
Promote pears earlier! Bulk pear ads in August and September will help close the gap between peak pear promotion months.
Honeycrisp fans love SweeTango® apples and you will too. SweeTango® added nearly 50 lbs. per store per week to your Honeycrisp movement in September.

Action:
Plan SweeTango® ads in the West region starting in September. Stemilt has organic SweeTango® too!

Let’s make a plan where we are both stars. Contact your Stemilt Rep today!