



**McLane
KITCHEN**
Fresh Produce+

WHOLE & CUT PRODUCE SOLUTION

The McLane Fresh Produce+ program makes top produce SKUs available to all McLane customers across the continental United States. Regardless of your stores' zip code, you can receive consistently fresh produce delivered right to your store.

WHOLE PRODUCE

ITEM	DESCRIPTION
108993	CRT BANANAS 24ct
109009	GRANNY SMITH APPLES 8ct
109066	LEMONS 6ct
109082	LIMES 6ct
109132	ORANGES 6ct
109140	RED DELICIOUS APPLES 8ct

SNACK TRAY

ITEM	PACK	SIZE	DESCRIPTION
751941	1	7 OZ	APPLE GRAPE CHEESE SNACK TRAY SS
116202	6	5 OZ	APPLE W CARAMEL DIP TRAY
161844	6	7 OZ	APPLE GRAPE CHEESE SNACK TRAY

CUPS

ITEM	PACK	SIZE	DESCRIPTION
674853	6	6 OZ	STRAWBERRY / BLUEBERRY CUP
674846	6	6.5 OZ	STRAWBERRY PARFAIT
155853	6	5 OZ	CARROT / CELERY W/ DIP
116145	6	6 OZ	FOUR FRUIT CUP
674820	6	6 OZ	RED GRAPE CUP
903773	6	6 OZ	CANTALOUPE CHUNKS
813626	6	6 OZ	WATERMELON CHUNKS
813600	6	6 OZ	PINEAPPLE / GRAPE CUP

PRODUCE RACK

ITEM	DESCRIPTION
938530	PRODUCE RACK ROUND BASKET
939306	PRODUCE RACK SQUARE BASKET



HOW LONG DOES IT TAKE TO ESTABLISH A SUCCESSFUL FRESH PROGRAM?

Store/operational execution is a large factor. However with all things being implemented as outlined, an operator should expect a produce program to draw additional foot traffic and margin dollars in 2-4 months.

ORDERING BEST PRACTICE

- In order to establish a location as a destination for fresh, product must be in stock at all times.
- Product must be ordered on every delivery.
- For the first months of a program, stock levels should be maintained at the higher level to convey freshness and help establish the customer's expectations and confidence.

HANDLING BEST PRACTICE

- Extra apples, oranges and lemons can be stored at ambient temperature or in the cooler. **DO NOT FREEZE.**
- Cut fruit, salads and condiments should be kept refrigerated at all times.
- Bananas should be stored at ambient temperature at all times.
- Do not display/sell product after the sell-by date.

MERCHANDISING BEST PRACTICE

- Ensure you have a place for the product in your store.
 - McLane offers produce racks available on the Virtual Trade Show (UIN #938530 and UIN #939306).
 - Open air coolers are best for cut produce. The McLane PLUS program offers assistance in capital expenditure for costly coolers. Ask your McLane sales teammate for more information.
- Placement – to raise awareness and leverage impulse purchases, place the merchandising unit at a point of interruption in a high traffic area. Close to the register or the coffee bar is ideal.
- Rotation – ensure product is sold “first in, first out” meaning that when new product comes in, it's stocked behind/under the older product to ensure proper sell through.

SELLING BEST PRACTICE

- Clean store – foodservice/fresh sales can be highly diminished when attempted in an unsanitary/dirty location.
- Clerk suggestive selling – to increase awareness and trial, incentivize clerks to suggest the product to customers at check out.
- Sampling product that is close coded – put short shelf life product to use. If still in code, have clerks sample inventory to customers to encourage trial.

