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Studies show the most dynamic area of market growth in tomatoes is greenhouse and specialty varieties, both conventional and organic. According to the USDA, cherry and grape tomatoes account for 13 percent of total retail tomatoes sold and, from the late-1990s to the mid-2000s, greenhouse quantity sold increased 24 percent.

Selling and distributing the finest vine-ripened tomatoes available from leading growers around the world leads to success in increased sales. Today, Eli & Ali is considered a distinguished premium packer/distributor of a signature line of conventional, specialty and organic produce.

RECOMMENDED DISPLAY IDEAS

Build a display with a wide assortment of tomato varieties and increase visual appeal and consumer enthusiasm.

Typically the best approach is to build a waterfall with Eli & Ali boxes and display the tomatoes from the table/end cap right to the floor. Our boxes are display-ready, which enhances the sale by decreasing labor.

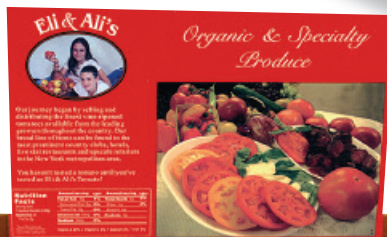
Care and handling tips:

- Display in a dry location, away from refrigeration and light.
- Rotate repeatedly for both color and firmness.
- Avoid putting them into multiple layers.
- Do not spray.

POINT-OF-PURCHASE / SIGNAGE

POS materials will help draw attention to unique products and also educate consumers on the wide variety of tomato products available. With all of our product line, conventional and organic, we include both the UPC and PLU on POS signage or shelf talkers. Every variety of each category has its own shelf talker.

Promote Eli & Ali's new organic packaging.



VARIETY AND AVAILABILITY GUIDE

Eli & Ali vine-ripe tomatoes are available year-round due to extensive sourcing. We're a certified organic handler and especially carry a wide variety of organic as well as a fine selection of conventional products.

We've expanded our line to include specialty packages of organic and hydroponic tomato varieties. We are currently growing petite Romas on-the-vine (conventional and organic), conventional and organic heirlooms, and organic mini heirlooms.

Our tomato variety offering includes:

CONVENTIONAL

Red beefsteaks, yellow beefsteaks, red plums, red grapes, mixed heirlooms, tomatoes on-the-vine (red, yellow & orange), petite Romas on-the-vine, cherries/bag

ORGANIC

Red beefsteak, mixed heirlooms, mini heirlooms, red grapes, sweet cherries, yellow pears, red pears, mixed medley, tomatoes on-the-vine, Roma, Petite Romas on-the-vine, sugar plum tomatoes, honey bunch tomatoes

PROMOTIONAL/ADVERTISING IDEAS

Use sampling and in-store demos. Price during the course of the year for specialized events.

Use Eli & Ali giveaways for produce managers. Use cross-promotional POS tools, not just in produce but in other departments.

PACKAGING

Earth-friendly packaging is a great bonus to promote to consumers, and retailers can create excitement with customers about new packaging advances. Everything is graphically illustrated on the earth-friendly packaging to help promote to consumers.



RIPENESS RECOMMENDATIONS

A vine-ripe remains on the vine longer than gas green, and to ensure the best flavor, they're picked at stage 3, so we normally distribute a stage 4 and 5, guaranteeing the best quality beefsteak tomato in the market.

We tailor product to the retailers' inspection process. They can determine which stage they want the tomato and we can provide them with the stage and the sizing.

BACKROOM RECEIVING AND PREPARATION PROCEDURES

Cool and dry are the best conditions. Receiving should be not below 45° and not above 65° — 55° is perfect.

CROSS-MERCHANDISING OPPORTUNITIES

In the Produce Department:
 Cross-merchandise with other tomato varieties. Cross-merchandise with other vegetables including rainbow peppers, mini cukes, avocados.

In/With Other Departments:
 Add cheese, particularly fresh mozzarella. Promote with salad dressings and olive oils. Provide an entire solution for your customer, for example, tomatoes, fresh mozzarella and basil.

