



DIGITAL RETAIL KIT



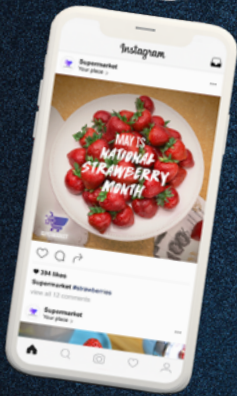
TOOLS FOR EVERY TEAM MEMBER

scroll or click to jump to a section



FOR PRODUCE BUYERS

- Growing Seasons and Regions



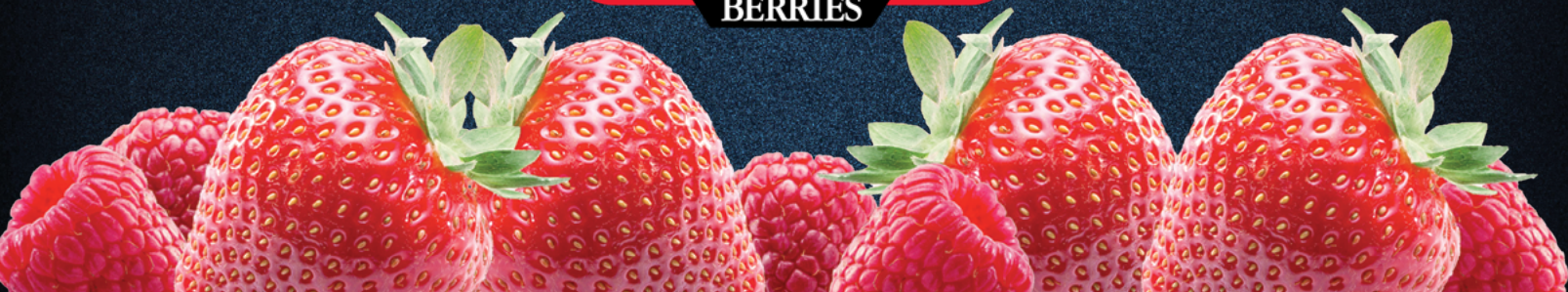
FOR SOCIAL MEDIA MANAGERS

- Social Media Promotions



FOR MERCHANDISERS

- Cross Merchandising Food Fusions
- Merchandising & Well•Pict Berry Academy



REGIONS AND SEASONS

California's Central Coast – Fertile Valleys with Cool Coastal Air

Southern California – Moderate Temperatures with Excellent Growing Season

Florida – Winter “Strawberry Capital of the World” – Providing Eastern Markets with Berries

Watsonville
California

Oxnard
California

Santa Maria
California

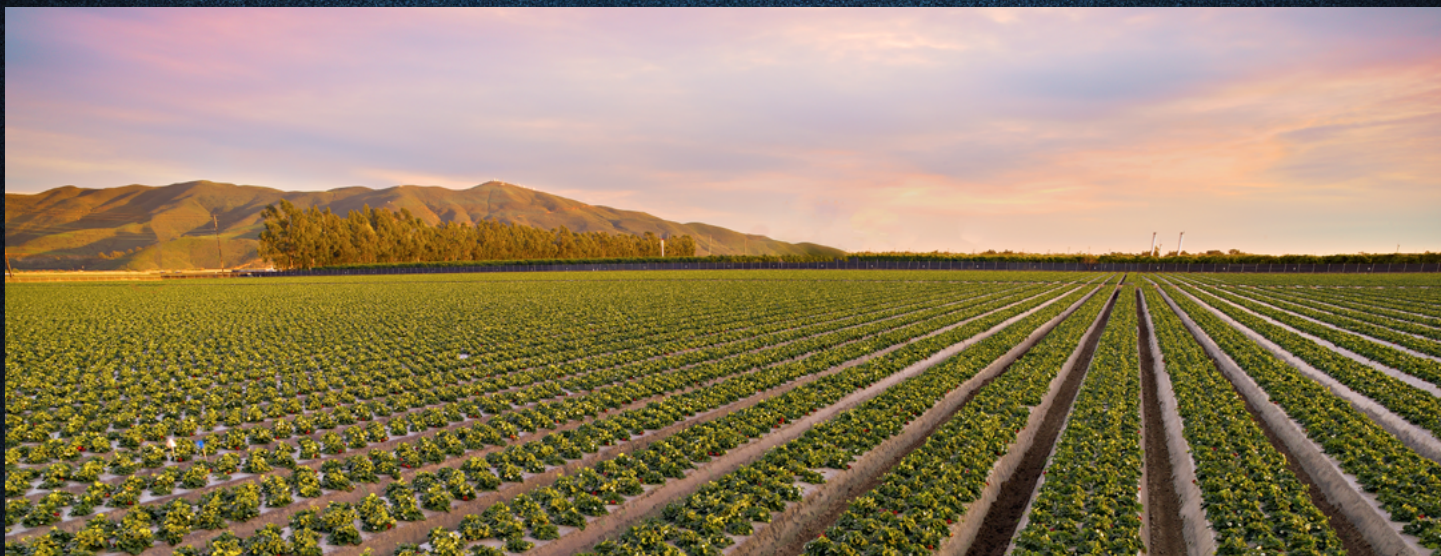
Wimauma
Florida

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
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AVAILABLE CLAMSHELLS:

- Conventional Strawberries: 1lb, 2lb, 4lb
- Organic Strawberries: 1lb, 2lb
- 12ct. Long Stem Conventional Strawberries
- Conventional Raspberries: 6oz, 12oz, 18oz

For more information, contact sales@wellpict.com



SOCIAL MEDIA PROMOTIONS

We want to make promoting your Well•Pict Berries on social media as seamless as possible. Included are holiday posts that you can download and share on your pages.

SPRING:

[Valentine's Day post](#)

[Easter Post](#)

[Mother's Day post](#)

[May Natl. Strawberry Month post](#)

SUMMER:

[Fourth of July post](#)

FALL:

[Halloween post](#)

[Thanksgiving post](#)

WINTER:

[Happy Holidays post](#)

[Christmas post](#)

[Happy New Year post](#)

[Standard Product Image Posts](#)



1. DOWNLOAD IMAGES

2. CO-BRAND *



3. POST TO SOCIAL MEDIA



*You can also request unbranded images to add your company logo and post on your social media channels. Simply reach out to julie@wellpict.com.

CROSS MERCHANDISING FOOD FUSIONS

Our berries are the perfect addition to a variety of foods and recipes. Use the following food fusions as a guide to create attractive cross-merchandising displays. Boost berry and other grocery item sales by captivating shoppers with easy-to-prepare recipes. The following Strawberry Food Fusions have 11" x 17" Point of Sale printable posters that can be printed on demand. Need recipe suggestions for shoppers? Check out our recipe card options below, available in both digital and printed formats.

STRAWBERRY FOOD FUSIONS:

- Breakfast of Berry Champions:

Well•Pict Strawberries | Pancake Mix | Eggs | Butter | Chocolate Chips | Maple Syrup

- Berry Tasty Summertime Charcuterie:

Well•Pict Strawberries/Raspberries | Assorted Nuts | Assorted Deli Meats
Olives | Assorted Crackers

- Berry Romantic Date Night:

Well•Pict Strawberries/Raspberries | Champagne/Sparkling Wine/Wine bottles
Assortment of artisan chocolates | Nuts | Date props



Recipe Cards: Simple recipe cards that can be used as posts on social media.
Contact julie@wellpict.com if you are interested in printed recipe cards.

Power Bowl | Raspberry Salsa on Brie Crostini | Strawberry Mint Pops
Strawberry Crème Pops | Ravioli & Strawberry Sauce | Strawberry Moscow Mule



Ravioli & Well•Pict Strawberry Sauce

Instructions

1. Prepare ravioli according to package instructions.
2. For sauce, place strawberries in a saucepan with butter, and simmer for 1 minute. Add ravioli to pan and cook for 1 more minute. Remove from heat.
3. Reduce ½ cup balsamic vinegar in separate saucepan over low heat to about 2 tbsps. Drizzle balsamic reduction and chopped chives over ravioli for garnish.

Ravioli & Well•Pict Strawberry Sauce

Ingredients

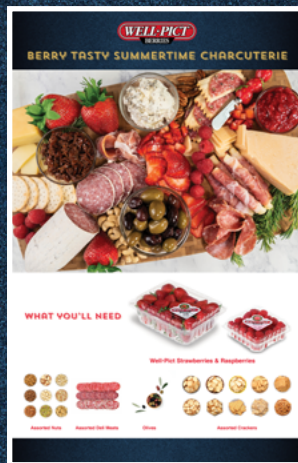
8 oz Well•Pict strawberries
quartered lengthwise
3 tbsp unsalted butter
1/2 cup balsamic vinegar
Chopped chives (for garnish)
Your favorite brand of fresh or
frozen ravioli

CROSS MERCHANDISING POINT OF SALE MATERIALS

- Display in front of produce department to stimulate impulse purchases
- Rotate product regularly to always make sure berries are presentable
- Keep it simple - Do not over crowd the display with items, you want to invite customers with inspiration not overwhelm them
- Use sampling as a cross-promotional tool



Breakfast of Berry Champions
March - June



Berry Tasty Summertime
Charcuterie
June - September



Berry Romantic Date Night
January - March
Ideal for Valentine's Day Promo



HOW TO ORDER

Simply fill out the order form in the next page and email to julie@wellpict.com

POINT OF SALE MATERIALS ORDER FORM

Order your **FREE** Well•Pict Point-of-Sale materials today!

Email completed form to: julie@wellpict.com



Breakfast of Berry Champions
11"x17" Poster



Berry Tasty Summertime
Charcuterie
11"x17" Poster



Berry Romantic Date Night
11"x17" Poster

Select the quantities of each poster you need

Breakfast of Champions 11"x17" Poster _____ Summertime Charcuterie 11"x17" Poster _____

Romantic Date Night 11"x17" Poster _____

Required shipping information

Company: _____

Attention (Name): _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Please note: If we cannot fulfill quantities requested, you will be contacted immediately by phone or email.

MERCHANDISING & WELL•PICT BERRY ACADEMY

Incorporating the following tips into your produce department will aid in minimizing waste and maximize profits.

MERCHANDISING TIPS:

- Display berries in your refrigerated cases. If they are displayed at room temperature, stock smaller quantities to allow for rotation and keep backstock in refrigerated storage
- Promote value-added berry displays to add more sales
- Create inviting cross-promotion displays
- Always keep top of mind that berries are highly perishable



WELL•PICT BERRY ACADEMY:

Visit the [Well•Pict Berry Academy](https://www.wellpict.com/berry-academy) to educate your produce team on the proper handling and storage of our berries. Your produce team will receive a Certificate of Achievement once they have completed the berry academy training. You can also contact julie@wellpict.com for a Berry Inspection Chart clipboard, designed with a grading guide specific to the Well•Pict Berries proprietary varieties.

