






Laurel Grocery Company, Cornell's IGA

 Shelby, OH

 Produce

 produce, specialty items, fresh fruit, offerings, sales building, healthy, wellness, grab and go, convenience

 Easy

Store Specs

Department size:
8' cut fruit section

Store size: 45,000 SQ FT

BEST PRACTICES

HOW FRESH FRUIT CAN LEAD TO FRESH PROFITS

STRATEGY

“At our store, we offer fruit that is cut fresh each day. Our customers love that the fruit is prepared here in-store and they specifically seek it out. In the past, we tried to save employee time by offering pre-cut fruit, but the customers could tell a definite difference and they made it known to us that they preferred fruit cut here. Limiting the time between cutting the fruit and placing it on the shelf keeps it fresher and preserves the texture. Today, we cut about 1000 pounds of fruit per month and we price it based upon the market, earning us \$2,700 in monthly sales.”

WHY IT WORKS

1,000 LBS.

OF FRUIT CUT EACH MONTH

\$2,700

IN MONTHLY SALES

50-60%

PROFIT MARGIN

For Our Shoppers

Convenience

Items like melons and pineapples are messy and cumbersome to cut at home. Customers love that we have them prepped and ready to go.

Freshness

The quality of fruit degrades quickly. Cutting the fruit fresh each day ensures that our shoppers get it at peak freshness.

Healthy

Our margins on cut fruit range from 50-60% and can even be higher.

For Our Store

Good profit margins

Our margins on cut fruit range from 50-60% and can even be higher.

Fulfills promise to our customers

Healthy, fresh offerings reinforce our dedication to our customer's health and wellness.

Unique offering

Daily cut fresh fruit is one more fresh and local touch to help us set ourselves apart from other stores in the area.

TACTICS

1. CHOOSE THE RIGHT FRUITS

Fruit that is in season gives you the best final product.

2. SANITATION IS KEY

Make sure to thoroughly wash the fruits, boards, and knives.

3. PACKAGE AND DISPLAY THE FRUIT PROPERLY.

Use well-visible containers, such as clear cups with clear lids. Then, display the fruit in a well refrigerated case.

4. ADD LABELS

All produce in the cup must be added to the ingredients label, even if it is visible.

PRO TIPS

1. GROUP LIKE FRUITS.

Combining similar fruits, such tropical fruits together in one batch and berries in another, creates better flavor profiles.

2. PREP ACCORDING TO COLOR.

When combining different colors of fruits, be sure the darker colors are on the bottom. If you were to place strawberries above pineapple, for example, the red color will bleed into the pineapple and make the display less visually appealing.

3. TAKE THE SHELF LIFE OF VARIOUS FRUITS INTO CONSIDERATION.

When mixing fruits, some will break down quicker than others and will reduce the shelf-life of the whole cup.

PRICING

WE CURRENTLY PRICE

**WATERMELON AT \$1.99/LB.,
CANTALOUPE AT \$2.29/LB.,
AND MIXED FRUIT AT \$4.29/LB.,**

**BUT OUR PRICES CAN CHANGE
ACCORDING TO THE MARKET PRICE.**

