

HOW TO CARE FOR YOUR SWEET D ONIONS

BEST HANDLING TIPS:

RECEIVING: Remove any shrink wrap that may have been used in transportation. Shrink wrap invites condensation and limits air movement which is essential to maintain quality of shelf life.

BACKROOM INVENTORY: Place pallet of onions at least one foot away from wall for adequate air circulation. Onions should be kept cool and dry. Ideal temperature of onions is 45 – 55 degrees with about 65 -70% humidity.

Tip: Avoid storing onions with potatoes or other produce that gives off moisture.

DISPLAY HANDLING:

- Keep onions cool & dry.
- Do not refrigerate.
- Good air circulation allows for optimum conditions and lengthens shelf life.
- Remove loose skins to keep display looking fresh, clean and crisp.
- Rotate product.
- Strategically align PLU stickers.

Tip: Customers like displays that are appealing to look at. If your onion display is in clean and orderly, the consumer will often buy from that display even if that item wasn't on their shopping list.

- Proper signage is very important in a customer's decision to purchase an item. The customer needs to know how to find what they are looking for.

DISPLAY IDEAS: Custom signage, Promotional ideas and Cross-Merchandising

- Quick recipe cards
- Solution Cards answer the question "What's for dinner?"
- How-to-prepare tips
- High graphic display cartons add visual appeal to your produce department and work wonderful in a front end "Farmers Market" venue.
- Pair white onions with avocados and tomatoes in the chip aisle
- Display red onions next to hot dogs / buns
- Offer sweet onions next to salad selections as a reminder that they are sweet enough to eat in your salad.

If we work as a team, knowing how to handle onions, and knowing how onions should be prepared and which onion is best for cooking vs. eating raw, we can assist the customer and assure them they are consistently receiving the best service and the purchasing the best produce. By educating ourselves we have an opportunity to educate our customers and capitalize on more sales.

Fact: Onions are an important ingredient to many recipes. One in three customers buy onions accompanied with other veggies for their recipes each time they shop. Having ample shelf space allows customers to see all varieties / colors and encourages impulse buying.