

BOBALU BERRY TIPS

- All our berries destined for retail distribution from central DC's must be kept cold until loads are ready to depart and placed onto the truck for final shipment to each store.
- Berries on pallets that have been bagged and treated (Modified Atmosphere) will warm during transport as a result of their own respiration. It is crucial that you remove bags immediately upon arrival. Improper handling of bagged pallets can result in off flavor and quality issues resulting in shorter shelf life and customer complaints.
- Unload all berries immediately into a cold room. Never allow a shipment to sit outside of a cold atmosphere when not on display. Optimum temperature is near 32°F degrees (breakdown begins at 36°F degrees) with high humidity (90-95%). Un-refrigerated storage reduces shelf life and creates shrink.
- Berries must never come in contact with moisture, misters, etc. Moisture will cause rapid breakdown of the berry (Ethylene gas does not affect them).
- Check for maturity, ripeness level, quantity, packaging, size, count, weight, and grade. Report any discrepancies immediately.
- Always rework berries on display to maintain high quality. Remove any packs that have decay or bruising and re-work in the backroom to ensure freshness and reduce shrink.
- Anticipate demand and prepare berries ahead of time to keep displays well stocked.
- Spot check display throughout the day.
- Be prepared for peak shopping hours, between 3 p.m. and 7 p.m.
- Offer multiple pack sizes and display all berry varieties together.
- Restocks don't always keep pace with sales. Research shows display stocks decline during the afternoon peak shopping hours when clerks don't keep pace with sales.
- Under stocks in the afternoon and evening can cost a whole day's sales over the course of a week.
- **Your Produce Managers are encouraged to Share These Tips With Shoppers:**
- Keep berries refrigerated at all times until ready to serve.
- Don't wash berries until ready to serve.
- Remove the green caps AFTER washing to help keep all the flavor inside each berry.
- When washing use a gentle spray of cool water and pat dry then let them sit on the counter for about 30 minutes.
- Serve berries at room temperature for best flavor experience.