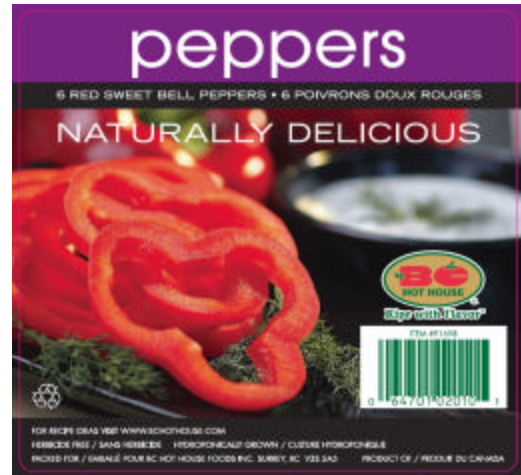




***According to USDA Economic Research Services, 24% of Americans consume at least one food containing bell peppers on any given day.***

### **Display Suggestions**



- It is important to display Sweet Bell Peppers in a refrigerated display area (44° -50° F, 7°-10° C) with a relative humidity of 85-90%. Sweet Bell Peppers keep their integrity longer if they are refrigerated in a dry cooler but can withstand a light misting.
- Typical shelf life is 8-10 days
- To reduce cuts and bruising do not dump peppers onto the display.
- Merchandise peppers on their sides to protect the stems and shoulders. This will keep them firm longer.
  - Place a mat underneath the pepper display
- One way to reduce product handling is to merchandise in BC Hot House display ready cartons.
- Place pepper displays close to tomatoes and pre-packaged salad coolers. This is a great way to remind consumers to purchase a key ingredient in salads.
- Rotate pepper displays daily to keep the display looking fresh and vibrant.
- Try displaying a variety of colored peppers together to create a colorful presentation that reaches a broad cross section of consumers.
- Different price levels can also help differentiate greenhouse grown Sweet Bell Peppers and help build category profitability.
- Offer a mix of both bulk and packaged peppers for the same reason.
- BC Hot House Mixed Peppers offer consumers a unique opportunity to purchase Sweet Red, Yellow and Orange peppers together. The mixed pepper bag helps preserve the freshness and extend shelf life.
- Avoid merchandising peppers on dry tables or in direct sunlight, as this will affect shelf life.



### **Cross Merchandising**

*BC Hot House Sweet Bell Peppers are very adaptable and can be used with so many different items found not only in the produce section but also around the whole store. Specifically try cross merchandising with Pre-packaged salads, BC Hot House Long English Cucumbers, BC Hot House Tomatoes, Cauliflower, Broccoli, Onions, Carrots, Garlic, Shallots, Celery, Avocados, Stir-fry ingredients, Dipping sauces.*

### **Promotion Suggestions**

- Sweet Bell Peppers are an excellent product to promote during holidays to create consumer excitement.
- Promote the unique medium greenhouse Sweet Bell Peppers are grown in to educate consumers.
- BC Hot House Sweet Bell Peppers are grown in a protected environment where they are pampered with the exact temperatures, water and nutrients. They are vine ripened, hand picked and packed to preserve maximal shape, color, taste and freshness!
- Promoting the nutritional benefits of Sweet Bell Peppers to consumers is an excellent way to increase consumption. Use point of purchase materials to promote Sweet Bell Peppers' nutritional benefits such as:
  - BC Hot House Sweet Bell Peppers are very high in Vitamin C, providing you with the daily requirements.
  - BC Hot House Sweet Red Peppers provide more than 100% of your daily Vitamin A requirement..
  - All BC Hot House Sweet Bell Peppers contain more than 100% of your daily Vitamin E requirement.
- Cross-promote with other produce items (BC Hot House Tomatoes, BC Hot House Long English Cucumbers, pre-packaged salads, onions, etc.) where promotions are tied to the sale of one or the other products.
- Educate consumer on how to select, handle and store Sweet Bell Peppers.
- In-store demos are an excellent opportunity to educate on the different taste, texture and nutritional components of a Sweet Bell Pepper.

### **Receiving & Storage Tips**

- Upon arrival, verify that product temperatures should be in the suggested storage range (7°-10°C /44°-50°F) with a relative humidity of 85-90%. Sweet Bell Peppers should have good color but are not overripe, have shiny skin, firm flesh (a firm pepper will yield to slight pressure), and a fresh dry calyx.
- Discard damaged/decayed product from cartons as it can have an affect on the quality of the rest of the Sweet Bell Peppers in the carton.
- Sweet Bell Peppers are ethylene sensitive, avoid storing them with ethylene producing fruits and vegetables.
- Sweet Bell Peppers are highly sensitive to freezing injury.
- Sweet Bell Peppers are susceptible to chilling injury.