



Having fully ripened, firm tomatoes merchandised in key store locations is the key to maximizing category sales. Consistency gives consumers' confidence they can depend on, always finding fresh, great tasting tomatoes in your store

Display Suggestions

- It is important to display tomatoes at room temperature to maximize freshness, shelf life and flavor (55° -70° F, 12.8°-21.28° C). Refrigerating causes the inside of the tomato to become mealy (mushy and flavorless)
- To reduce tomato cuts and bruising, never merchandise build tomatoes more than two layers high.
 - Never dump tomatoes on a display.
 - Place a mat underneath the tomato display
- When merchandising BC Hot House Large Tomatoes on Vine, shatter (tomatoes falling off the vine) can be minimized by reducing the amount of handling of the product. A great way to achieve this is to merchandise in BC Hot House's single layer, display ready cartons.
- Place tomato displays close to pre-packaged salad coolers. This is a great way to remind consumer to purchase a key ingredient in salads.
- Rotate tomato displays daily to keep the display looking fresh and vibrant
- Try displaying a variety of tomatoes that will appeal consumers. In addition to carrying BC Hot House large Tomatoes on the Vine and Beefsteak tomatoes, try Sweet Cherry Tomatoes on the Vine, Cocktail Tomatoes on the Vine as well as specialty items such as Tastini's, Tomatogems, Tomatoberry.
 - Different price levels can also help differentiate tomatoes and help build category profitability.
 - Offer a mix of both bulk and packaged tomatoes for the same reason.
- Since tomatoes do not require refrigeration, leverage the opportunity to create secondary merchandising locations within the store such as the deli or pasta sections.
- Avoid merchandising tomatoes in misting coolers or in direct sunlight, as this will affect shelf life.





Cross Merchandising

The tomato is an adaptable product 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 Sweet Bell Peppers, Avocados, Onions, Garlic, Shallots, Celery, Fresh and/or dried herbs, Fresh and/or dried pastas, Cheeses, Breads.

Promotion Suggestions

- Tomatoes are an excellent product to promote during holidays to create consumer excitement.
- Promote the unique medium that greenhouse tomatoes are grown in to educate consumers:
 - BC Hot House Tomatoes are grown in a protected environment where they are pampered with the exact temperatures, water and nutrients. They are vine ripened and picked and packed to preserve maximal shape, color, taste and freshness!
- Promoting the nutritional benefits of tomatoes to consumers is an excellent way to increase consumption. Use point of purchase materials to promote tomato nutritional benefits such as: *High in Vitamin C, A good source of Vitamin A, Contains Lycopene – an antioxidant that is believed to help reduce the risk of cancer.*
- Educate consumers on the unique properties and suggested applications of new tomato varieties.
- Cross-promote with other produce items (BC Hot House Sweet Bell Peppers, 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 tomatoes.

Receiving & Storage Tips

- Upon arrival, verify that product temperatures should be in the suggested storage range (55° -70° F, 12.8°-21.28° C), humidity 85-95%. The tomatoes should have good color but are not over ripe, shiny skin, firm flesh and of good weight.
- Discard damaged/decayed product from cartons as it can have an affect on the quality of the rest of the tomatoes within the carton.
- Tomatoes produce ethylene. Avoid storing with ethylene sensitive fruits and vegetable
- Tomatoes are highly sensitive to freezing injury.
- Tomatoes are susceptible to shilling injury.

