

5 things about cranberries

By Amy Sowder

We want you to sell more cranberries this fall — almost as much as you do. So, savor some of these tips, tricks and facts about fresh cranberries from the Cranberry Marketing Committee that can help you sell more of the favorite fall superfruit at retail.

1. Fresh cranberries may be available September to January, but in merchandising, consider a “Buy One for Now, Two for the Freezer” promotion. Educate shoppers on how fresh cranberries can be frozen in the original packaging for as long as one year and can be used the same way as fresh cranberries in recipes.

2. A serving of fresh cranberries contains 7 milligrams of vitamin C and 1.8 grams of fiber and provides polyphenols not commonly found in other fruits. Cranberries may also help maintain urinary tract health.

3. Cranberries are one of three commercially grown fruits native to only North America. In promotions and marketing strategies, take advantage of this opportunity for a point of American pride. No need to save it for only Independence Day.

4. Up your in-store signage game for cranberries with point-of-sale recipe posters or tear pads to get more usage ideas in consumers’ hands. Feature cranberries in rustic wooden crates near seasonal items like pumpkins or cornucopias to reinforce cranberries for fall meals and holiday celebrations.

5. Capitalize on the growing millennial and Gen Z trend of Friendsgiving to drive cranberry sales by promoting the trend in-store and online to give shoppers more reasons to buy cranberries. Consider running your own recipe or photo contest to reach this coveted younger audience by giving them incentive to use cranberries in their dishes, décor and cocktails. *pmg*



Photo: Courtesy of Cranberry Marketing Committee