

Fresh Take: **BELL PEPPERS**



Sweet, savory, or spicy? Stuffed, sliced, or diced? However you choose to enjoy bell peppers, opportunities to upsell this year-round colorful vegetable abound. Jumping 3 spots on The Packer's 2018 Fresh Trends Top 20 survey, bell peppers were the 5th most purchased vegetable in 2018. We've gathered some inspired resources to promote this healthy, versatile, and oh-so-colorful vegetable.

Bell Pepper Sales Strategies

- Colorful displays are especially enticing when paired with suggested meal and/or snack solutions
- Showcase a variety of pack sizes i.e. packaged mini sweet peppers & stoplight pepper trays to encourage consumers to diversify purchases
- Consider themed ads and demo programs i.e. recipe contests and in-store tasting/sampling
- More Sales Strategies Resources:
 - <https://www.producebusiness.com/sell-sweet-peppers/>
 - <https://www.produceretailer.com/article/news-article/what-sells-bell-peppers>
 - <https://www.thepacker.com/article/peppers-marketing-2018-business-updates>, <https://www.thepacker.com/article/colorful-displays-seen-key-retail-success>, <https://www.thepacker.com/article/specialty-peppers-play-supporting-role-category>, <https://www.thepacker.com/article/specialty-peppers-play-supporting-role-category>

—peppers

MORE CONSUMERS are trying out this colorful vegetable. Bell peppers were the No. 2 item (tied with asparagus) that shoppers said they bought this year that they did not buy previously. Peppers jumped from No. 8 on the top vegetable list to No. 5 in Fresh Trends 2018.

53% of customers purchased peppers within the past 12 months

For the second year in a row, shoppers age 50-58 comprised the age group most likely to buy peppers — seven in 10 of this group said they made a purchase in the past year. Really, consumers age 40 and up were more likely to purchase peppers than younger shoppers. Those in the 50-58 age range



Bell Pepper Spotlight from The Packer's 2018 Fresh Trends Top 20 Survey

were most likely to buy bell peppers overall, while those age 18-39 were among the least likely to buy (second only to Asian consumers).

Female shoppers were 23 percentage points more likely to buy peppers than male shoppers.

Nine percent of buyers said they always purchased organic peppers. Twenty-eight said they bought organic at least some of the time; last year 20% said the same. 

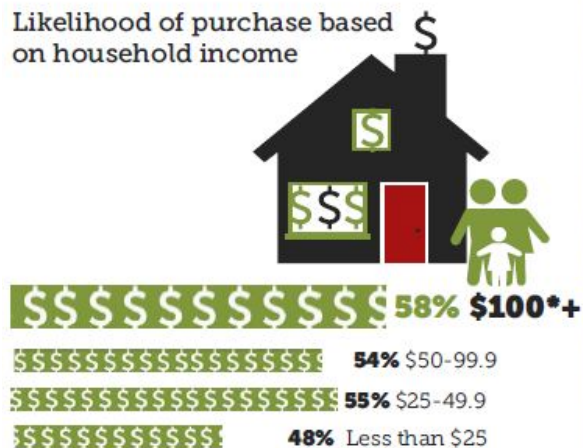
Bell Pepper Display Inspiration

With bold colors and a myriad of uses from salads to sautés, displaying bell peppers adjacent to themed recipe ingredients and/or showcasing the variety of colors and flavors available year-round can boost bell pepper sales



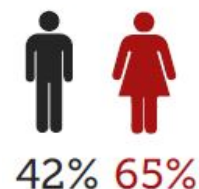


Likelihood of purchase based on household income

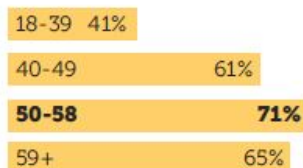


*Figures in thousands; Annual household income

Likelihood of purchase based on gender



Likelihood of purchase based on age*

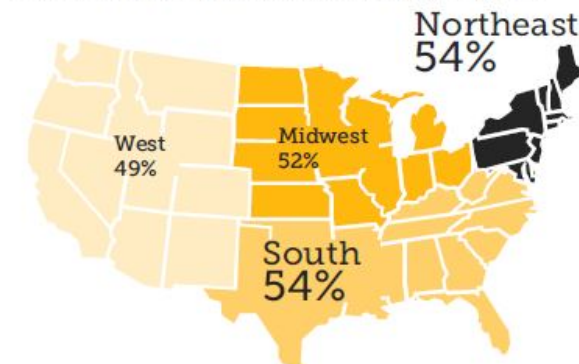


*Considering primary household buyers

Likelihood of purchase based on presence of children



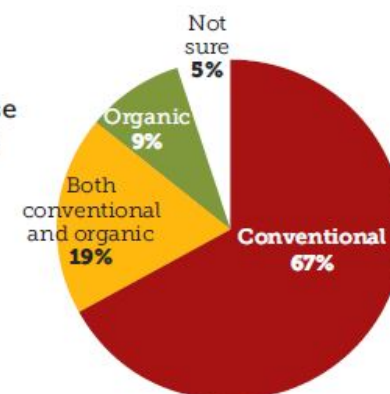
Likelihood of purchase based on region



Likelihood of purchase based on ethnicity



Types of produce purchased (among those who bought this item)



More Bell Pepper Display Ideas from The Packer's Flickr Gallery



Q: Where did the bell pepper go to have a few drinks?

A: The Salad Bar!

source: <http://www.jokes4us.com/miscellaneousjokes/foodjokes/bellpeppersjokes.html>



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