



Good as gold

H

ands of gold. Everyone in produce retail knows this expression. It's shorthand for excellence in merchandising, and it's one of the highest compliments given for stellar presentation of produce. For the fall season of our Produce Artist Award Series, we made a number of changes. We expanded to two divisions for the contest: produce merchandisers and produce managers. We also added category-specific recognition so we can celebrate even more produce artists for their creative genius.

While the category list for fall included all the staples you'd expect – apples, pears, pumpkins, hard squash – we also wanted to include the area about which many merchandisers are most passionate: the wet rack. Brian Dey, senior merchandiser and natural stores coordinator for Ephrata, Pa.-based Four Seasons Produce, is known as one of the most proficient in the industry when it comes to wet racks, and his three-part column series on wet rack wisdom is one you don't want to miss. Be sure to check out that series for all the details on great execution of the wet rack. In the meantime, enjoy the end result of similar endeavors by several participants in the summer and fall seasons of our Produce Artist Award Series. *pmg*

— Ashley Nickle





Photos submitted for our Produce Artist Award Series

- 1-3, cover photo, photo on page 11. **Brian Dey**, Four Seasons Produce
- 4. **Leo de Leon**, Publix
- 5, 7-8. **Jonathan Charlton**, United Natural Foods
- 6. **Josh Teno**, Publix
- 9. **Ruendi Guardado**, Vallarta Supermarkets
- 10. **Frank Cwikla**, Key Food Stores Co-Operative
- 11. **Cassie Crone**, North State Grocery