

Shallots

Season of availability:

- Available from January for early spring planting

Suggested Suppliers:

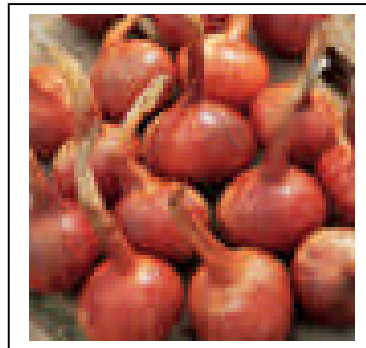
Taylors Bulbs UK	
Bloms Bulbs UK / EU	
Magic Valley Growers USA	

Merchandising:

- In labelled prepacks on hang sell fixtures
- Loose in barrels and pots by variety
- In dump bins in hot spots during their short selling season



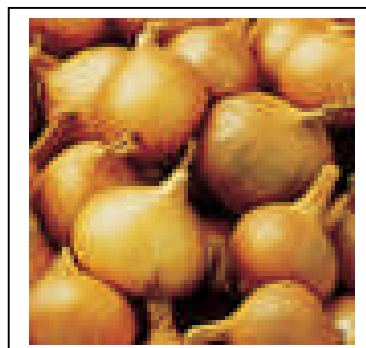
Pikant



Red Sun



Springfield



Topper

Shallots

Features	Corresponding Benefits
Easy to grow	Low maintenance,
Mild flavour	A good substitute for garlic in cooking
Range of varieties	To suit all requirements
Keeps well	Use throughout winter
Undemanding	No need for lots of tending, feeding etc

Link sales products:

- Organic compost
- All-purpose fertiliser
- Potting compost

Point of sale signs:

**Shallots
"Red Sun"**

- Red flesh
- Mild flavour
- Good for storing

7.95

**Great for
Cooking
Shallots**

- Great flavour
- Store well
- Easy care

7.95

**Mild
Flavour**

**I Taste Great
In
Home
Cooking**

Shallots

Promotion:

- Internal promotion
- Part of "Home grown" displays
- Merchandise in hot spots as they are popular and have short selling season
- Promote when stock is fresh
- Have a significant quantity
- A3 promotion sign

A successful promotion requires that the product be presented in store with such intensity that every customer on leaving the store knows full well what the promotion was.

Key ingredients of a promotion –

- Choosing the right time – usually when stock is looking best
- Merchandise it in a very prominent place – 'hot spot'
- If necessary merchandise it in two or even three separate hot spots.
- Use complimentary coloured props, or painted backdrops.
- Have an A3 sign double sided on each location.
- In many cases a price offer will be part of the promotion.
- Additional activity such as demonstrations / hand out information.
- Supplier support.
- Customer / community involvement.
- Roadside signs / fence banners.
- Entry blackboard
- Email to data base

Advertising Key Points:

- Major products or promotions warrant external advertising over and above your internally generated communications of promotion signage, blackboards, emails, etc.
- When advertising (communicating) it is desirable to use an 'End Use' as much as possible.
- Ideally the promotion should have a deal (Hot Price offer) of some sort, perhaps on one size or popular variety.
- You certainly do not need to have a price off on all your promotion, but you can create a perception by having a big red price on all products in your promotion.
- Keep advertisements clear and simple. Do not use nursery jargon or names and terms customers do not understand.