

HINTS FOR ESTABLISHING APPLES IN YOUR CANTEEN

Fruit is not as simple to establish in canteens compared to confectionary products like snack bars. It takes planning and persistence but is worth the effort. Here are some hints to establish healthy fresh products like apples in your canteen.

PURCHASE

1. Purchase small apples which are invariably cheaper, a better snack for children and hold their texture and eating qualities longer than large apples.
2. Purchase small quantities of apples regularly to maintain eating quality, say twice a week.
3. Make sure that your independent or chain retailer knows that you are trying to introduce a new category and that it is in their interest to help you succeed. That means getting apples for the right price and the right quality so that they are fresh and attractive. The wholesale market price of small apples (150-180s - this refers to the number of apples in an 18kg carton, 53-63mm in diameter) per carton is about \$20-\$25; the retailer should charge a margin of between 10-25% so this means your canteen can offer apples at 30c each, anything on top is your margin.

STORAGE & SUPPLY

4. Always store apples in the fridge to keep them crisp and fresh, extending their shelf-life. Apples are ripe when harvested.
5. Try not to stock apples after October, so include bananas, oranges, tropical and stone fruit so your canteen can offer variety year round.
6. Commence the new apple season with Gala in mid to late March when the price settles down and the quality improves.

SALES

1. Commence sales with a limited or nil profit margin to establish the category.
2. Change variety to seek out the most popular ones; children usually prefer the sweeter varieties: Gala, Fuji, Pink Lady and Sundowner™.
3. Track apple sales closely and try to nominate one person in the canteen to manage the category.
4. Aim to establish a year round supply of fruit with lots of variety.
5. Discount on Friday to clear stock.
6. To encourage sales slice some apples up as samples.
7. An **Apple Slinky** improves sales.