

NO TEARS IN TEXAS

Sweet Ideas for Selling Texas 1015 Sweet Onions



DID YOU KNOW?

The TX1015 Sweet Onion is never stored and always fresh. When stored properly, Texas 1015 Sweet Onions will last up to 30+ days from harvest.

Top Tips for Promoting Texas Sweet Onions



Highlight Texas Pride

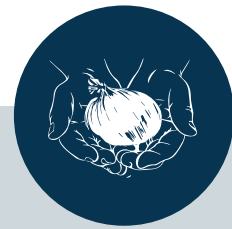
Call it what it is. It's a Texas 1015 Sweet Onion. Consumers aren't always knowledgeable about varieties and growing locations. Help them learn more about where their onions come from and who grows them. Ask us how we can provide unique point-of-sale materials or information about our growers.



Sell Fresh Summer Sweetness

Consumers wait for the fresh flavors of summer. Let consumers know these sweet onions are fresh and perfect for their summer meals. Build large displays of both bags and bulk and highlight with point-of-sale materials that callout "Now In Season"

Cross-merchandise sweet onions with other fresh products and recipes to inspire summer flavors.



Handle With Care

Texas 1015 Sweet Onions require care when handling. TX1015 Sweet Onions have a high water content and they can bruise easy so do not dump or drop. It is best to place onions into the display.

These onions are fresh from the field and have a shorter shelf life than storage onions and should be rotated when stocked. As stockers are refilling displays they should give the onions a gentle squeeze to check for firmness and remove any onions that feel slightly spongy or are starting to have dark spots.

Our Growers are Getting the Word Out

The growers of Texas 1015 Sweet Onions are getting the word out. They are working with online food influencers and sharing their story on social media to help consumers learn more about the fresh and sweet taste of Texas 1015 Sweet Onions. Additionally, many online giveaways and a national sweepstakes is underway.

For more information visit www.tx1015.com

Fresh onions don't like to be cold or wet. Keep them cool and dry.