



Summerfruit

AUSTRALIA



Merchandising Guide

The Summerfruit Merchandising Guide is aimed to give you and your team everything you need to know to have a successful Summerfruit selling season. From storage, through handling and presentation on shelf, there is a lot you can do to ensure Summerfruit produce quality and presentation is maintained.

The Summerfruit Consumer

-  Consumers love that Summerfruits are refreshingly light, tasty, and convenient to eat.
-  Increasingly, consumers are adding Summerfruits to their salads, entertaining platters, and BBQ's, adding sweetness and flavour – suggest these usage ideas to your customers.
-  60% of purchases are spontaneous; ensure displays are prominent and filled across all hours of trade to boost sales throughout season.
-  Shoppers enjoy trying different varieties; display the full range together to encourage trial.



Display and Merchandising



Merchandising Summerfruit

Shoppers' purchasing decisions are strongly influenced by Summerfruit quality and presentation. Well-stocked shelves with ripe, high-quality fruit, attracts buyers and drive sales, while poor presentation, low stock, or below standard quality can deter purchase. Consistently applying best merchandising practices, ensures your store maintains standards that encourage shoppers to buy more Summerfruit, more often.



Storage

Storage conditions are vitally important to Summerfruit to manage quality and ripening



Summerfruit should be transported between 0-2°C



On receipt, Summerfruit should be stored in the cool room



Fruit is best displayed at ambient where it will naturally begin to ripen



Fruit will stay fresh and ready-to-eat at ambient



Avoid moving fruit in and out of coolstore as this will impact quality

Care and handling

- **Always handle with care**, even firm fruit can bruise easily
- Handle and display the Summerfruit in the trays and cartons they arrive in
- Never tip fill

Fruit Quality & Ripeness

- Shoppers want Summerfruit at the correct ripeness—if it's not, they may not buy it
- After leaving the cool room, fruit begins to ripen, staying fresh and ready to eat. Stock rotation is important.
- A poor experience can discourage shoppers from purchasing again



Display

- Always handle Summerfruits with care, even firm fruit can bruise easily
- Never tip fill
- Keep fruit in **original trays** or cartons to reduce handling and over stacking
- Ensure displays are full and fresh — low stock can deter shoppers
- Display at **ambient temperature**
- Rotate your stock on display – **first in, first out** principles
- **Remove damaged, wrinkled or mouldy fruit** from display
- Keep the display areas **clean and tidy**
- Price tickets are essential for shoppers
- Signage and POS are helpful to direct shoppers and bring attention to the category



Increasing Demand for Summerfruit



Australians purchase approx. 900g of Summerfruit per shop, encourage shoppers to buy more each time

67% of Australian Households purchase Summerfruit, with growth potential among young adults

Australians purchase Summerfruit on avg. 8.8 times per annum, that's about every 2.5 weeks, 1 extra purchase will have a big impact on sales

Summerfruit Varietals & Seasonality

Yellow Flesh Peach

- **Sweet & Tangy** – A balanced combination of honeyed sweetness with a refreshing tart edge.
- **Juicy & Lush** – High moisture content that bursts with flavour.
- **Velvety Soft** – Smooth, melt-in-the-mouth flesh when ripe.
- **Firm Bite** – Slight resistance when less ripe, offering a satisfying texture.

Ideal For

- **Eating fresh** – Enjoy as a snack or in fruit salads.
- **With yogurt or granola** – Adds sweetness and texture to breakfast bowls.
- **Grilled** – Caramelises the sugars, perfect for savory dishes or desserts.



White Flesh Peaches

- **Delicately Sweet** – Milder and refined sweetness
- **Low Acidity** – Smooth and gentle on the palate, with minimal tartness.
- **Floral & Perfumed** – Elegant aroma.
- **Tender & Juicy** – Soft flesh that releases juice easily.
- **Smooth & Silky** – Creamy mouthfeel, especially when fully ripe.
- **Melting Texture** – Dissolves effortlessly, ideal for fresh eating.

Ideal For

- **Sliced fresh** – Perfect for enjoying on their own or in fruit platters.
- **With ricotta or mascarpone** – A refined pairing for breakfast or dessert.
- **In salads** – Combine with soft greens, goat cheese, and a light vinaigrette.



Yellow Flesh Nectarine

- **Sweet & Tangy** – Bold sweetness balanced by a refreshing acidity
- **Fruity & Aromatic** – Intense stone fruit flavour
- **Zesty** – Bright, lively notes that add a refreshing edge
- **Firm & Crisp** – Satisfying bite when slightly underripe.
- **Juicy & Melting** – Tender and succulent as it ripens.

Ideal For

- **Sliced fresh** – Enjoy as a snack or in fruit salads.
- **On cheese boards** – Pairs beautifully with creamy or aged cheeses.
- **Grilled** – Enhances their natural sugars and adds a smoky depth.
- **With prosciutto or cured meats** – Sweet and salty contrast.



White Flesh Nectarine

- **Delicately Sweet** – Subtle, refined sweetness with less acidity than yellow varieties.
- **Floral & Perfumed** – Elegant aroma
- **Tender & Juicy** – Soft flesh that releases juice easily.
- **Silky & Melting** – Creamy mouthfeel, especially when fully ripe.

Ideal For

- **Sliced fresh** – Perfect for snacking or adding to fruit platters.
- **In salads** – Combine with soft greens, nuts, and a citrus vinaigrette.
- **In tarts or galettes** – Showcases their soft texture and subtle flavour.



Plums

- **Diverse skin colours and shapes**
- **Juicy & Refreshing**
- **Smooth Skin** – Thin, often glossy skin with a slight snap.
- **Firm to Tender Flesh** – Varies by ripeness and variety; can range from crisp to meltingly soft.

Ideal For

- **Sliced fresh** – Enjoy as a snack or in fruit salads.
- **On cheese boards** – Pairs well with creamy or sharp cheeses.
- **Roasted or grilled** – Enhances their natural sweetness and adds depth.
- **In salads** – Combine with greens, nuts, and balsamic dressing.



Apricots

- **Sweet & Tart** – A gentle sweetness balanced by a mild, pleasant acidity.
- **Delicate & Fruity**
- **Velvety Skin** – Soft, slightly fuzzy exterior.
- **Tender Flesh** – Smooth and yielding texture when ripe.

Ideal For

- **Sliced fresh** – Enjoy as a snack or in fruit salads.
- **With yogurt or ricotta** – Adds a gentle sweetness to breakfast or light desserts.
- **On cheese boards** – Pairs beautifully with soft or aged cheeses.
- **In grain salads** – Combine with couscous, quinoa, or bulgur for a sweet-savory balance.

