

POWER POSITIONING PROVES PROFITABLE



Standout cherry displays deliver results.

A 2026 report commissioned by Northwest Cherry Growers identified the merchandising factors most associated with strong execution and elevated cherry demand, and provided clear, scalable action items to drive cherry sales.



Observations of High Performing Stores

Performance based on measure of cherry volume sold, accounting for store size and demographics.

Were 4x more likely to merchandise cherries on their own

- However, more than 2/3 of displays were co-located with other items
- 42% of non-refrigerated displays were own displays vs. 8% of refrigerated displays

Two-thirds of displays were not refrigerated

Were 3x more likely to utilize secondary displays

Auditors identified promotional and origin-based promotional POS materials 79% of the time when said materials were present

82% of displays were located in the front of the department

- Fewer than 2% of displays were located in the back of the department

Display width was most commonly 4ft

- 40% of displays were 4 feet wide
- The 2nd and 3rd most common display width was 6 and 8 feet respectively; totaling 41% of displays

48% of high performing stores priced their regular red cherries between \$2.99/lb and \$3.99/lb

- 59% of low performing stores sold in this price band

Observations of Low Performing Stores

Performance based on measure of cherry volume sold, accounting for store size and demographics.

7% of stores merchandised cherries on their own

- Cherries were 3x more likely to be merchandised with peaches than in higher performing stores
- 12% of observed, stand-alone/"own" displays were in low performing stores

40% of displays were not refrigerated

- This is 27-points below high performing stores

9% of stores utilize secondary displays

Auditors identified promotional and origin-based POS materials 61% of the time when said materials were present

Almost 1/3 of displays are at the back of the department

- 53% of displays are in the front of the department

Display width was most commonly 4ft

- 45% of displays were 4 feet wide
- 36% of stores were less than 4 linear feet

 **HEALTHY BY NATURE.
POWERED BY CHERRIES.**

MAKE CHERRIES UNMISSABLE THROUGHOUT THE STORE

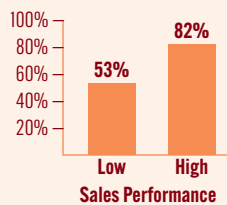


STORES WITH PROMINENT CHERRY DISPLAYS SHOW IMPROVED PERFORMANCE

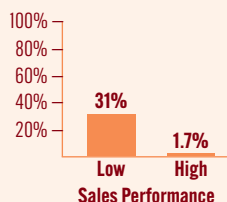


Prominence

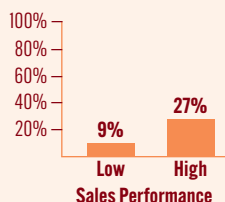
Displays at Front of Department



Displays at Back of Department

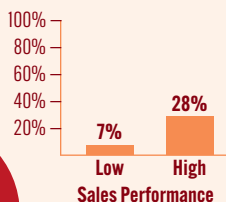


Secondary Displays



83%
of Secondary Displays were at High Performing stores

Cherries Displayed On Their Own



88%
of Own Displays were at High Performing stores

Display Width

Display Type

Refrigeration

Noticeable POS Materials

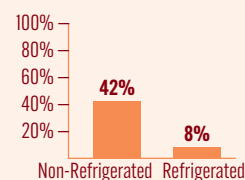
74%
of Non-Refrigerated Displays were at High Performing stores

Non-Refrigerated Displays



Own Displays & Refrigeration

Proportion of Stores With Own Displays by Refrigeration



67%
of High Performing stores used Non-Refrigerated displays

