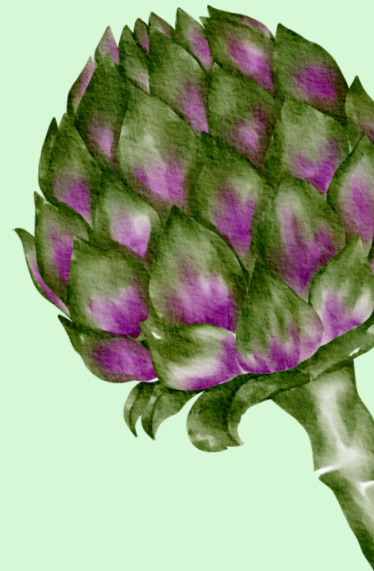




Create Dynamic Artichoke Displays

CALIFORNIA ARTICHOKES
IN PROMOTABLE VOLUME

GREEN AND PURPLE
ALL SIZES!



MARKETING TIPS

- Make artichokes the highlight of a winter vegetable promotion
- Capitalize on artichokes' unique shape and texture. Make them the centerpiece of your display
- Place artichokes next to colorful vegetables such as red or orange bell peppers
- Cross merchandise with lemons and garlic, which are often used to cook and dip artichokes
- Offer plenty of preparation tips