



# September

**National Honey Month**

**PBH Fruits & Veggies More Matters Month**

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 Gingergold 12/3# 2/\$5.00 & Bulk .99 lb	2 <b>Labor Day</b>	3	4	5	6	7
8 SweeTango® 12/2# \$3.99 & Bulk \$1.99lb Gala 12/3# 2/\$5.00 & Bulk .99 lb McIntosh 12/3# 2/\$5.00 & Bulk .99 lb	9	10	11 <b>Patriot Day</b>	12	13 Kids Take over Kitchen Day	14
15 SweeTango® 12/2# \$3.99 & Bulk \$1.99lb Gala 12/3# 2/\$5.00 & Bulk .99 lb McIntosh 12/3# 2/\$5.00 & Bulk .99 lb	16 <b>Mexican Independence Day</b>	17 <b>Apple Dumpling Day</b>	18	19	20	21
22 First Day of Fall SweeTango® 12/2# \$3.99 & Bulk \$1.99lb Honeycrisp 12/3# \$3.99 & Bulk \$1.69 lb Jonathan 12/3# 2/\$5.00	23	24	25	26	27	28
29 SweeTango® 12/2# \$3.99 & Bulk \$1.99lb Honeycrisp 12/3# \$3.99 & Bulk \$1.69 lb Empire 12/3# 2/\$5.00	30 <b>Mulled Cider Day</b>					

## Selling Points

**Honeycrisp:** E = Mmmmm-Sweet-Squared. Honeysweet with a tart bite and great for snacking, salads & baking.

**Gala:** You're gala fall in love. With its mellow-sweet taste & crisp texture, the Gala is a pleasure to eat fresh & great for cooking.

## Merch Tips

**Meet Applewood Orchards:**

- Grower Theme: local = fresh
- Create large displays w/grower POS
- Custom info cards & grower bios available upon request

**SweeTango: Year of the Fan**

- Create the ultimate tailgating display
- Video & podcasts will help drive sales to retail

## Social Media

Celebrate #nationalhoneymoon! Just take a small bowl & squeeze in a tbsp. of honey, sprinkle in a dash of cinnamon, then mix together with a spoon. Voila: cinnamon honey! Then dip your apple slices & enjoy!

#fallflavors      #instafall  
#autumn            #laborday  
#tailgate           #MiApples

\*Note - not all holiday's & days are listed.