



— Flavorful Stone Fruit —

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC



Dark Red Cherries
Shiny, deep red skin with firm, juicy flesh. Sweet with a hint of acid.

CHILE

NEW ZEALAND

U.S.

ARGENTINA

CHILE



Rainier Cherries
Yellow skin with an attractive red blush. Incredibly sweet, delicate flavor.

U.S.

CHILE



Yellow Peaches
Golden yellow flesh with an excellent flavor balance of sweet and tangy. Fuzzy skin.

CHILE

U.S.



White Peaches
Fuzzy skin with creamy white flesh and a sweet, low-acid flavor.

CHILE

U.S.



Yellow Nectarines
Smooth-skinned cousin of yellow peaches.

CHILE

U.S.



DulceVida™ Yellow Nectarines
Premium proprietary variety with a deep berry exterior and signature sugar spots. Vivid yellow flesh with a bright flavor and balanced sugar-acid ratio.

U.S.



White Nectarines
Smooth-skinned cousin of white peaches.

CHILE

U.S.



DulceVida™ White Nectarines
Premium proprietary variety with frosted fuchsia skin and sugar spots. Creamy flesh with supremely sweet, aromatic flavor.

U.S.



Apricots
Warm orange-yellow fruit with a smooth, rich sweetness.

CHILE

NEW ZEALAND

U.S.

CHILE



DulceVida™ Red Apricots
Premium proprietary variety with dense, brilliant red-orange flesh. Flavor profile is fragrant and richly sweet.

U.S.



Plums
Red or black varieties with smooth skin and a sweet-tart flavor.

CHILE

U.S.



Lemon Plums
Yellow-colored plum that blushes to full red when ready to eat. Uniquely sweet, juicy flavor.

CHILE



Pluots
Plum and apricot hybrid with intense, sweet flavor. Often speckled.

U.S.



Fresh Prunes
Dark purple skin with pale yellow flesh. Rich flavor and very sweet when fully ripe.

U.S.

PEACHES, NECTARINES, PLUMS, & CHERRIES (CHILE & ARGENTINA)

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CHERRIES (U.S. & NEW ZEALAND) & APRICOTS (NEW ZEALAND)

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Giumarra

Feeding the world in a healthy way®



MARKETING & MERCHANDISING

— Flavorful Stone Fruit —

CONSUMER SHOPPING HABITS



45%
of consumers purchased peaches in 2016.

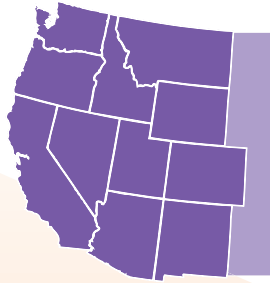
Consumers are open to a range of sizes when it comes to peaches and nectarines.




Plums are more likely to be a **spontaneous** than planned purchase.

CHERRY PREFERENCES

Consumers in the western U.S. are more likely to purchase cherries than other regions.



34%
of customers purchased cherries in the last 12 months.



MARKET HEALTH

Show consumers that healthy eating is delicious! Stone fruit health benefits include:

- Cherries: good source of dietary fiber and vitamin C.
- Peaches/nectarines: good source of dietary fiber, vitamin A, and vitamin C.
- Apricots: excellent source of vitamins A and C, good source of dietary fiber.
- Plums: excellent source of vitamin C, good source of vitamins A and K.

MERCHANDISING TIPS

- Cherries should always be refrigerated to maintain quality.
- Offer white flesh and yellow flesh peaches and nectarines displayed together to give consumers a variety of options.
- Highlight stone fruit in a large, attractive display.
- Generate excitement around the category by cross-merchandising with baking and salad supplies.

