

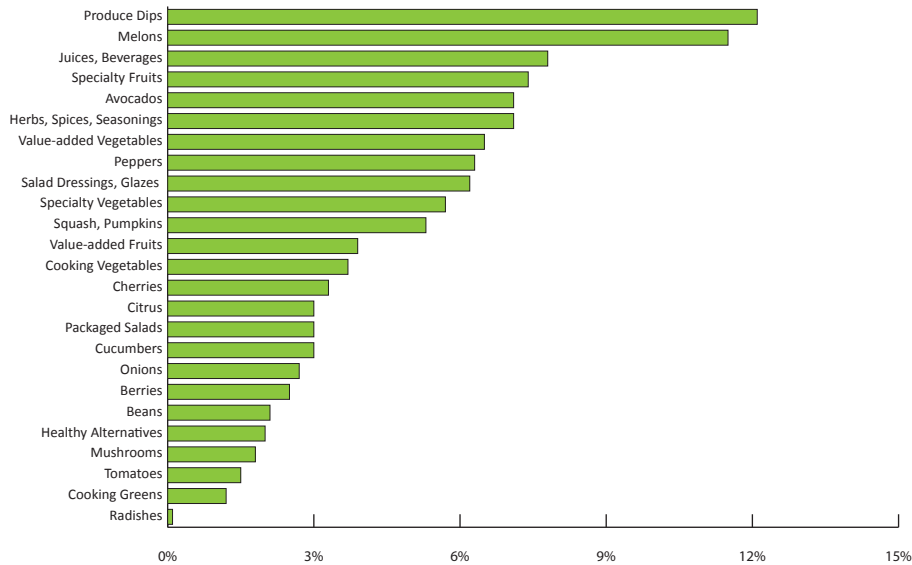
A close-up photograph of three small green seedlings growing out of a mound of dark brown soil. A hand is visible in the upper right corner, with a single drop of water falling from the index finger onto the tallest seedling. The background is a soft, out-of-focus green, suggesting a garden or field. The overall scene conveys a sense of growth, care, and freshness.

CAITOFOODS

2017 PRODUCE MERCHANDISING PLANNER

PRODUCE ANNUAL CONSUMPTION TRENDS

FASTEST GROWING PRODUCE CATEGORIES BASED ON 2016 NIELSEN PERISHABLES GROUP DATA



OVERVIEW OF FRESH PRODUCE SALES TRENDS FOR 2017

The growth of produce department sales continues to be strong, in part due to consumers seeking healthier foods and embracing new diet trends.

Berries and Packaged Salads dominate fruit and vegetable categories respectively.

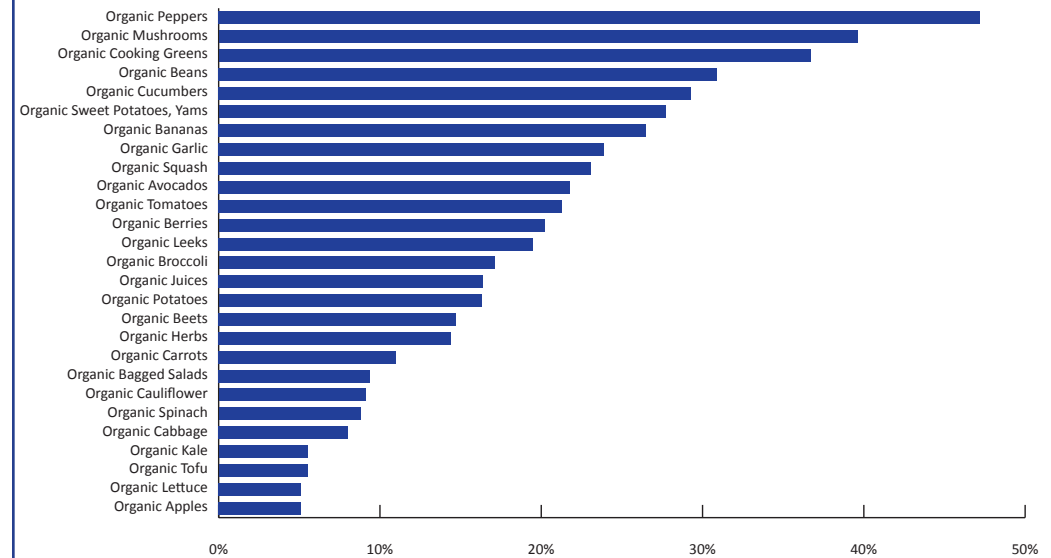
The strong growth of cooking vegetables – Asparagus, Cauliflower, and Brussels Sprouts – can be directly linked to new culinary twists at restaurants using these items.

Shoppers spend more in stores when their carts contain fresh produce: \$62 on average with at least one fresh produce item in the cart as opposed to \$34 when fresh produce is not purchased.

Value-added Fruits and Vegetables continue to show significant growth.

Completes/Kits fuel growth in the Packaged Salad category, while Blends and Regular/Premium Garden Salads show slight declines.

FASTEST GROWING ORGANICS CATEGORIES BASED ON 2016 NIELSEN PERISHABLES GROUP DATA



OVERVIEW OF ORGANIC PRODUCE SALES TRENDS FOR 2017

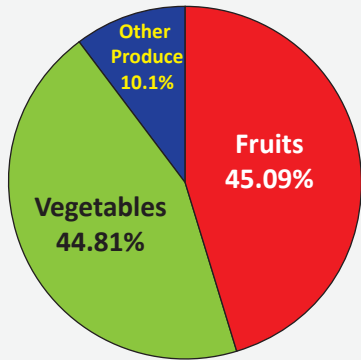
If considered as a category, Organics would account for 8.3% of total produce department sales – making it the second highest produce category, slightly less than berries.

Millennials and more affluent households over-index with organic produce as a whole, though differences emerge for each commodity.

The typical Organics consumer shops more frequently than a non-Organics consumer (53 trips vs. 45 trips), spends more in the store (all departments) than a non-Organics consumer (\$5,863 vs. \$5,373 annually), and spends more in the produce department (\$441 vs. \$291 annually).

All Top Ten Organics categories continue to show annual sales gains: Packaged Organic Salads, Organic Berries, Organic Herbs, Organic Carrots, Organic Apples, Organic Grapes, Organic Lettuce, Organic Juices, Organic Bananas and Organic Tomatoes.

Q1: JANUARY - MARCH
TOTAL PRODUCE
DEPARTMENT SALES



In Q1, these categories will sell more pounds/units than during any other quarter of the year:

- Citrus
- Juices
- Healthy Alternatives
- Herbs
- Carrots
- Cooking Greens
- Cooking Vegetables
- Mushrooms
- Peppers
- Sprouts
- Value-added Vegetables

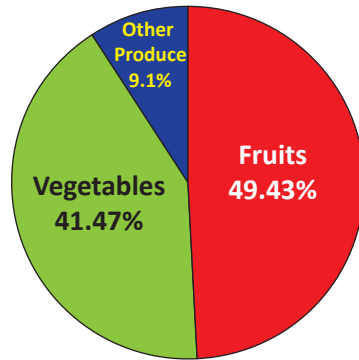
Q1 is the second highest sales quarter and should achieve 25.23% of the year's sales.

In Q1, Organics sales increase over 16% as compared to Q1 2016.

In Q1, Organic fruit sales increase about 17.5% over Q1 2016.

In Q1, Organic vegetables sales increase about 14.5% over Q1 2016.

Q2: APRIL - JUNE
TOTAL PRODUCE
DEPARTMENT SALES



In Q2, these categories will sell more pounds/units than during any other quarter of the year:

- Avocados
- Bananas
- Berries
- Cherries
- Pineapples
- Specialty (Tropical) Fruits
- Salad Dressing and Glazes
- Corn
- Cucumbers
- Packaged Salads
- Radishes

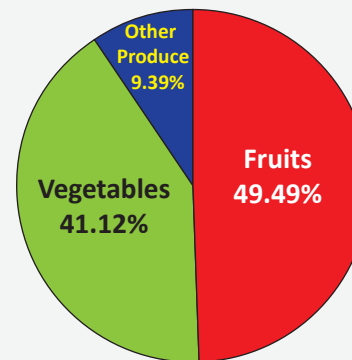
Q2 is the highest sales quarter and should achieve 26.64% of the year's sales.

In Q2, Organic sales will continue to grow at the rate of over 14%

In Q2, all of the Top Ten Organic categories will continue to show sales growth:

- | | |
|-----------------|------------------|
| Packaged Salads | Lettuce |
| Berries | Cooking Greens |
| Apples | Value-added Veg. |
| Carrots | |
| Herbs | |
| Tomatoes | |
| Bananas | |

Q3: JULY - SEPTEMBER
TOTAL PRODUCE
DEPARTMENT SALES



In Q3, these categories will sell more pounds/units than during any other quarter of the year:

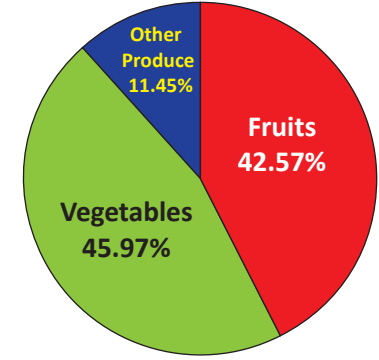
- Grapes
- Melons
- Stone Fruits
- Value-added Fruit
- Beans
- Lettuce

Q3 is the third highest sales quarter and should achieve 25.14% of the year's sales.

In Q3, Organics sales will continue to grow at about an 11% increase as compared to the same quarter in the previous year.

In Q3, value-added fruits and vegetables account for 5.2% of total department sales.

Q4: OCTOBER - DECEMBER
TOTAL PRODUCE
DEPARTMENT SALES



In Q4, these categories will sell more pounds/units than during any other quarter of the year:

- Apples
- Pears
- Dried Fruits and Snacks
- Nuts and Snacks
- Dips
- Celery
- Onions
- Potatoes
- Squash and Pumpkins

Q4 is the lowest sales quarter and should achieve 22.99% of the year's sales.

In Q4, Organics sales will continue to grow at a rate around 14% as compared to last year same quarter.

In Q4, perimeter share of sales continues to increase and accounts for over 37% of total store consumable products.

TOP 20 NATIONAL BEST SELLERS OF DOLE SALADS OFFERED BY CAITO FOODS

8oz. Dole Shredded Lettuce	9.9oz. Dole Caesar Salad Kit	14.4oz. Dole Chopped BBQ Ranch Kit
13.6oz. Dole Chopped Sunflower Ranch Kit	9oz. Dole Hearts of Romaine	12.9oz. Dole Chopped Bacon & Bleu Cheese Kit
9oz. Dole Classic Romaine	13.6oz. Dole Chopped Sesame Asian Kit	9oz. Dole Italian Blend
8oz. Dole Spinach	15oz. Dole Greener Selections	13oz. Dole Endless Summer Salad
12oz. Dole Classic Iceberg Lettuce	12.9oz. Dole Chopped Chipotle & Cheddar Kit	9.7oz. Dole Light Caesar Salad Kit
6oz. Dole Baby Spinach	10oz. Dole Very Veggie	
12oz. Dole Classic Coleslaw	5oz. Dole Spring Mix	
11.2oz. Dole Ultimate Caesar Kit		

GROW JANUARY SALES AND PROFITS

VEGETABLES

Organic Red and Yellow Peppers
Mini Sweet Peppers
8oz. Sliced Baby Bella Mushrooms
24oz. Melissa's Dutch Yellow Potatoes
8oz. Dole Shredded Lettuce

GARDEN HIGHWAY

9.5oz. GH Asparagus Saute
25oz. GH Apple/Cheese with Caramel Dip Tray
14oz. GH Carrot Sticks
16oz. GH Clamshell Mango Spears
5oz. GH Peanut Butter and Apple Snack Bites

FRUITS

Honeybellies (FL Minneolas)
Organic Mangos
Ambrosia Apples
Chilean Peaches, Plums, Nectarines
Northwest Pears

NON-PERISHABLES

Wholly Guacamole
12oz. Walnut Combo Pieces
450ml. Bolthouse Strawberry Parfait Smoothie
14oz. Bolthouse Farms Cilantro Avocado Dressing
64oz. Naked Juice Green Machine

FLORAL

African Violets
Mixed Color Dozen Roses
4" Primrose
Cut Tulips



JANUARY 2017



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 New Year's Day 1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16 Martin Luther King, Jr. Day	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4
5	6	7	8	9	10	11
36	37	38	39	40	41	42

Begin Planning Valentine's Day Promotions

CORPORATE HEADQUARTERS

3120 North Post Road
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8735 East 33rd Street
Indianapolis, IN 46226
317-897-2009

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317-897-2009

OHIO DISTRIBUTION CENTER

500 Enterprise Drive
Newcomerstown, OH 43832
740-492-0595

FLORIDA DISTRIBUTION CENTER

5300 Great Oak Drive
Lakeland, FL 33815
863-614-1730



TOP 15 NATIONAL BEST SELLERS OF POTATO VARIETIES OFFERED BY CAITO FOODS

Russet Potatoes

Red Potatoes

Yellow (Yukon Gold) Potatoes

White Potatoes

Yellow Specialty Potatoes

Red Specialty Potatoes

Medley Specialty Potatoes

Red/Yellow Potatoes (Klondike Rose)

Processed (Value-added) Potatoes

Fingerling Specialty Potatoes

Red/Yellow Specialty Potatoes

White Specialty Potatoes

Purple Specialty Potatoes

Purple Potatoes

Yellow-flesh Russet Potatoes



GROW FEBRUARY SALES AND PROFITS

VEGETABLES

Avocados

Organic Grape Tomatoes

Asparagus

Organic Russet Potatoes

Dole Chopped Salads

FRUITS

2 lb. / 3 lb. Clementines

Organic Bananas

Cara Cara Navel Oranges

Heirloom Navels

Chilean Peaches, Plums, Nectarines

GARDEN HIGHWAY

11oz. Snap Pea Sauté

32oz. Pot Roast Mix

48oz. Large Veggie Tray

13oz. Mild Guacamole

13oz. Spicy Guacamole

NON-PERISHABLES

Half Pallet Marzetti Croutons

Marzetti Strawberry Glazes

9oz. Makoto Ginger Dressing

48oz. Pom Wonderful

Pomegranate Juice

12oz. Lightlife Smart Dogs

FLORAL

Dozen Roses

Mini Roses

Burpee Seed Display Shipper

15pk 10stem Cut Tulips

4" Primrose

Valentine's Day Bouquets

FEBRUARY 2017



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
29	30	31	1	2	3	4
29	30	31	32	33	34	35
5	6	7	8	9	10	11
Super Bowl 36	37	38	39	40	41	42
12	13	14	15	16	17	18
43	44	Valentine's Day 45	46	47	48	49
19	20	21	22	23	24	25
50	Presidents' Day 51	52	53	54	55	56
26	27	28	1	2	3	4
57	58	Mardi Gras 59	60	Begin Planning St. Patrick's Day Promotions		
61	62	63	64	65	66	67
5	6	7	8	9	10	11
64	65	66	67	68	69	70

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TOP 20 NATIONAL BEST SELLERS OF SALAD DRESSINGS OFFERED BY CAITO FOODS

14oz. Bolthouse Farms Classic Ranch
 14oz. Bolthouse Farms Cilantro Avocado
 15oz. Marzetti's Original Cole Slaw Dressing
 13oz. Litehouse Chunky Bleu Cheese
 15oz. Marzetti's Chunky Bleu Cheese
 15oz. Marzetti's Classic Ranch
 14oz. Bolthouse Farms Chunky Bleu Cheese

15oz. Marzetti's Ultimate Bleu Cheese Dressing
 9oz. Makoto Ginger Dressing
 14oz. Bolthouse Farms Caesar Parmigiano
 12oz. Marzetti's "Simply Dressed" Caesar
 12oz. Marzetti's "Simply Dressed" Ranch

15oz. Marzetti's Caesar Supreme
 16oz. Follow Your Heart Vegenaize
 11oz. Litehouse OPA Greek Ranch Dressing
 11oz. Litehouse OPA Greek Feta Dill Dressing

12oz. Marzetti's "Simply Dressed" Balsamic Dressing
 15oz. Marzetti's Poppysseed Dressing
 13oz. Litehouse Original Bleu Cheese Dressing
 14oz. Bolthouse Farms Balsamic Vinaigrette

GROW MARCH SALES AND PROFITS

VEGETABLES

8oz. Mann's Sugar Snap Peas
 8oz. Mother Earth Organic Whole White Mushrooms
 Brussels Sprouts
 Collard Greens
 Fingerling Potatoes

FRUITS

Organic Navel Oranges
 Pixie Tangerines
 Pinata Apples
 Organic Mangos
 Sugarone Grapes

GARDEN HIGHWAY

9.5oz. Green Bean Saute
 9oz. Seasoned Brussels Sprouts
 48oz. Premium Vegetable Crudite Tray
 16oz. Assorted Fruit Spears
 11oz. Tropical Salsa

NON-PERISHABLES

Superior 10/\$10 Dump Bins
 12oz. Hampton Farms B-ball Team Peanuts
 12oz. Poindexter Walnut Combo Pieces
 15.2oz. Naked Juice Mighty Mango

FLORAL

Green Carnations
 Tropical Foliage
 Pansy Market Basket Shipper
 6" Cineraria (Senetti)
 4.25" Gerbera Daisies



MARCH 2017



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
26	27	28	1	2	3	4
57	58	59	60	61	62	63
5	6	7	8	9	10	11
64	65	66	67	68	69	70
12	13	14	15	16	17	18
Daylight Saving Time 71 Begins	Begin Planning an Organics Sales Event for Earth Day				St. Patrick's Day 76	77
19	20	21	22	23	24	25
	Begin Planning Easter Promotions					
78	79	80	81	82	83	84
26	27	28	29	30	31	1
85	86	87	88	89	90	91
2	3	4	5	6	7	8
92	93	94	95	96	97	98

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TOP 20 NATIONAL BEST SELLERS OF ORGANIC SALADS OFFERED BY CAITO FOODS

5oz. Earthbound Farm Organic Baby Spinach
 5oz. Earthbound Farm Organic Mixed Baby Greens
 5oz. Earthbound Farm Organic Half & Half Blend
 5oz. Organic Girl Organic Baby Spinach
 5oz. Earthbound Farm Organic Baby Arugula

16oz. Earthbound Farm Organic Baby Spinach
 5oz. Organic Girl Organic Baby Spring Mix
 5oz. Organic Girl Organic 50/50 Mix
 16oz. Earthbound Farm Organic Spring Mix
 5oz. Organic Girl Organic Super Greens

5oz. Earthbound Farm Organic Power Greens Blend
 5oz. Earthbound Farm Organic Baby Kale Mix
 5oz. Earthbound Farm Organic Baby Romaine Mix
 5oz. Earthbound Farm Baby Lettuce Blend
 5oz. Organic Girl Organic Baby Kale

16oz. Earthbound Farm Organic 50/50 Mix
 10oz. Organic Girl Organic Baby Spinach
 5oz. Earthbound Farm Organic Herb Salad Mix
 10oz. Organic Girl Organic Baby Spring Mix
 10oz. Organic Girl Organic 50/50 Blend

GROW APRIL SALES AND PROFITS

VEGETABLES

Vidalia Knob Onions
 Baby, White, Graffiti Eggplant
 Avocados
 Artichokes
 Vidalia Onions

FRUITS

2 lb. Strawberries
 Mini Seedless Watermelons
 Organic Bartlett Pears
 Meyer Lemons
 Kiku Apples

GARDEN HIGHWAY

32oz. Fruit Snack Tray
 16oz. Clamshell Pineapple Spears
 7oz. Pico de Gallo
 13oz. Hatch Chile Guacamole
 9.5oz Fajita Mix

NON-PERISHABLES

Fresh Salsas
 14oz. Bolthouse Farms Caesar Parmigiano Dressing
 14oz. Tofurky Italian Sausage
 15.2oz. Naked Juice Green Machine
 Vidalia Variety Shippers

FLORAL

Blooming Tropicals
 6" Hydrangeas
 6" Italian Heather
 10" Boston Ferns
 Single Orchid Corsage



APRIL 2017



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
26	27	28	29	30	31	1
85	86	87	88	89	90	91
2	3	4	5	6	7	8
92	93	94	95	96	97	98
9	10	11	12	13	14	15
99	100 Passover Begins	101	102	103	104	105
16	17	18	19	20	21	22
106 Easter	107	Begin Planning Cinco de Mayo Promotions			111	112 Earth Day
108	109	110	111	112	113	114
23	24	25	26	27	28	29
113	114	115	116	117	118	119
30	1	2	3	4	5	6
120	121	Begin Planning Memorial Day Promotions			125	126
122	123	124	125	126	127	128

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TOP 20 NATIONAL BEST SELLERS OF FRESH JUICES OFFERED BY CAITO FOODS

- | | | |
|-----------------------------------|---------------------------------------|--|
| 64oz. Naked Juice Green Machine | 15.2oz. Naked Juice Strawberry/Banana | 15.2oz. Naked Juice Power C Machine |
| 48oz. Pom Pomegranate Juice | 16oz. Pom Pomegranate Juice | 32oz. Bolthouse Green Goodess |
| 15.2oz. Naked Juice Green Machine | 15.2oz. Naked Juice Protein Zone | 8oz. Pom Pomegranate Juice |
| 52oz. Bolthouse Green Goodess | 15.2oz. Naked Juice Red Machine | 32oz. Bolthouse Chocolate Protein Supplement |
| 15.2oz. Naked Juice Mighty Mango | 15.2oz. Naked Juice Berry Blast | 450ml. Bolthouse Berry Boost |
| 64oz. Naked Juice Blue Machine | 450ml. Bolthouse Green Goodess | 32oz. Bolthouse Strawberry/Banana |
| 15.2oz. Naked Juice Blue Machine | 450ml. Bolthouse Strawberry/Banana | |

GROW MAY SALES AND PROFITS

VEGETABLES

- Cherub Tomatoes
- 8oz. Grilla Bella Whole/Sliced Portabellas
- Organic Vidalia Onions
- Jalapeños
- Jicama

NON-PERISHABLES

- Bin Freezer Pops
- Fresh Gourmet Crouton Shipper
- Fresh Gourmet Crunchy Topping Shipper
- 64oz. Naked Juice Blue Machine
- 14oz. Bolthouse Farms Balsamic Vinaigrette Dressing

FRUIT

- 16 lb. Organic Cherries
- Athena Melons
- Kiss Melons
- Organic Strawberries
- Jazz Apples

FLORAL

- 5" Mystique Orchids
- Pineapple/Banana Plants
- Kimberly Queen Ferns
- 10" Boston Ferns
- 6" Tradewinds Hibiscus

GARDEN HIGHWAY

- 7oz. Stuffed Mushrooms
- 20oz. Bean Dip Snack Tray
- 10oz. Fruit Burst Deli Cup
- 9oz. Mango Salsa
- Mild/Spicy Guacamole



MAY 2017



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
30	1	2	3	4	5	6
120	121	122	123	124	Cinco de Mayo 125	126
7	8	9	10	11	12	13
127	128	129	130	131	132	133
14	15	16	17	18	19	20
Mother's Day 134	135	136	137	138	139	140
21	22	23	24	25	26	27
141	142	143	144	145	146	147
28	29	30	31	1	2	3
148	Memorial Day 149	150	151	152	153	154
4	5	6	7	8	9	10
155	156	157	158	159	160	161

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TOP 20 BEST SELLERS OF GARDEN HIGHWAY VEGETABLE ITEMS OFFERED BY CAITO FOODS

13oz. Garden Highway Mild Guacamole

16oz. Garden Highway Pico de Gallo

13oz. Garden Highway Spicy Guacamole

14oz. Garden Highway Celery Sticks

14oz. Garden Highway Carrot & Celery Sticks

7oz. Garden Highway Pico de Gallo

13oz. Garden Highway Hatch Chile Guacamole

18oz. Garden Highway Butternut Squash

5oz. Garden Highway Diced Yellow Onions

16oz. Garden Highway Veggie Mix

7oz. Garden Highway Stuffed Mushrooms

14oz. Garden Highway Jicama Sticks

5oz. Garden Highway Diced Red Onions

14oz. Garden Highway Carrot Sticks

7oz. Garden Highway Tuscan Crimini Mushrooms

8oz. Garden Highway Traditional Gourmet Portabella Mushrooms

20oz. Garden Highway Bean Dip Snack Tray

8oz. Garden Highway Pizza Style Portabella Mushrooms

9.5oz. Garden Highway Fajita Mix

16oz. Garden Highway Roasting Vegetables

GROW JUNE SALES AND PROFITS

VEGETABLES

14oz. Mann's Cauliettes Rice Cauliflower

12oz. Steak Mate Mushrooms Arkansas Tomatoes

Organic Romaine Hearts Sweet Corn

FRUITS

15 lb. Skylar Rae Cherries

Variety Melons

3 lb. Gold Nugget Mandarins

Athena Melons

New Zealand Envy/Smitten Apples

GARDEN HIGHWAY

10oz. Watermelon Chunks

16oz. Clamshell Assorted Fruit Spears

3 lb. Tray Pineapple Spears

10oz. Hamburger Fixins

8oz. Pizza Style Portabella Mushrooms

NON-PERISHABLES

14oz. Bolthouse Ranch Yogurt Salad Dressing

12oz. Walnut Pieces

16oz. Pom Wonderful Cherry Juice

13.5oz. Lightlife Smart Jumbo Franks

14oz. Bolthouse Farms Balsamic Vinaigrette

FLORAL

4" Aloe Vera in Clay Pots

Sunflower CBs

10 stem Gladiola Bunches

Two Dozen Rose Consumer Bunch



JUNE 2017



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
28	29	30	31	1	2	3
148	149	150	151	152	153	154
4	5	6	7	8	9	10
155	156	157	158	159	160	161
11	12	13	14	15	16	17
Begin Planning July 4th Promotions						
162	163	164	165	166	167	168
18	19	20	21	22	23	24
Father's Day 169	170	171	172	173	174	175
25	26	27	28	29	30	1
176	177	178	179	180	181	182
2	3	4	5	6	7	8
183	184	185	186	187	188	189

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TOP 20 BEST SELLERS OF GARDEN HIGHWAY FRUIT ITEMS OFFERED BY CAITO FOODS

32oz. Garden Highway Fruit Snack Tray

16oz. Garden Highway Clamshell Pineapple Spears

10oz. Garden Highway Deli Cup Fruit Burst

10oz. Garden Highway Deli Cup Fruit Mix

10oz. Garden Highway Deli Cup Watermelon Chunks

18oz. Garden Highway Cored Pineapple

16oz. Garden Highway Clamshell Mango Spears

5 lb. Garden Highway Tray Pineapple Chunks

16oz. Garden Highway Watermelon Spears

4 lb. Garden Highway Fresh Fruit Bowl

64oz. Garden Highway Fruit Party Platter

16oz. Garden Highway Clamshell Assorted Fruit Spears

16oz. Garden Highway Clamshell Cantaloupe Spears

20oz. Garden Highway Deli Cup Watermelon Chunks

10oz. Garden Highway Deli Cup Cantaloupe Chunks

20oz. Garden Highway Deli Cup Fruit Burst

5 lb. Garden Highway Tray Cantaloupe Chunks

10oz. Garden Highway Deli Cup Mango Chunks

5 lb. Garden Highway Tray Fruit Medley Chunks

5 lb. Garden Highway Tray Grapes

GROW JULY SALES AND PROFITS

VEGETABLES

1 lb. Gourmet Sweet Peppers

15 lb. Heritage Tomatoes

Green/Purple/Orange Cauliflower

Heirloom Tomatoes

Organic Tomatoes-on-the-Vine

FRUITS

Jumbo King of the West Honeydews

Sweet Juillet Apricots

Jumbo Kent Mangos

Indiana Muskmelons

Grapery Sweet Surrender

Black Seedless Grapes

GARDEN HIGHWAY

13oz. Grillin' Vegetables

14oz. Traditional Kabobs

40oz. Veggie Party Platter

48oz. Vegetable Crudite Tray

Mango/Watermelon Spears

NON-PERISHABLES

12oz. Lightlife Gimme Lean Sausage

14oz. Tofurky Kielbasa

15.2 Naked Juice Protein Zone

32oz. Bolthouse Chocolate Protein Supplement

11oz. Litehouse OPA Greek Ranch Dressing

FLORAL

3 stem Consumer Bunch Sunflowers

10" Tropical Foliage in Grow Pots

Canadian Field Flower Bouquet

"Fireworks" Bouquet



JULY 2017



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
25	26	27	28	29	30	1
176	177	178	179	180	181	182
2	3	4	5	6	7	8
183	184	Independence Day 185	186	187	188	189
9	10	11	12	13	14	15
190	191	192	193	194	195	196
16	17	18	19	20	21	22
197	198	199	200	201	202	203
23	24	25	26	27	28	29
204	205	206	207	208	209	210
30	31	1	2	3	4	5
211	212	213	214	215	216	217

CORPORATE HEADQUARTERS

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FRESH KITCHEN

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OHIO DISTRIBUTION CENTER

500 Enterprise Drive
Newcomerstown, OH 43832
740-492-0595

FLORIDA DISTRIBUTION CENTER

5300 Great Oak Drive
Lakeland, FL 33815
863-614-1730

TOP 20 BEST SELLERS OF NATIONAL HEALTHY ALTERNATIVE ITEMS OFFERED BY CAITO FOODS

12oz. Lightlife Smart Dogs
14oz. Tofurky Italian Sausage
5.5oz. Tofurky Hickory Deli Slices
13.5oz. Lightlife Smart Jumbo Franks
12oz. Lightlife Smart Ground Original

8oz. Lightlife Original Soy Tempeh
14oz. Tofurky Kielbasa
14oz. Lightlife Gimme Lean Sausage
5.5oz. Tofurky Peppered Deli Slices
5oz. Lightlife Smart Bacon

5.5oz. Tofurky Oven-roasted Deli Slices
10oz. Lightlife Smart Patty Black Bean Burgers
12oz. Lightlife Smart Ground Taco
7oz. Tofurky Smoky Maple Bacon
14oz. Tofurky Beer Brats

5.5oz. Tofurky Italian Deli Slices
6oz. Lightlife Gimme Lean Breakfast Patties
14oz. Lightlife Gimme Lean Beef
8oz. Lightlife Veggie Meatballs
10oz. Lightlife Garden Veggie Burger

GROW AUGUST SALES AND PROFITS

VEGETABLES

Organic Sweet Grape Tomatoes
Hatch Chiles
OSO Sweet Onions
Organic Tomatoes
Jacket Cauliflower

VEGETABLES

Dulcinea Pureheart Melons
Cotton Candy Grapes
Keitt Mangos
Dapple Pluots
Champagne Grapes

VEGETABLES

14oz Traditional Kabobs
13oz. Grillin' Vegetables
25oz. Apple/Cheese with Caramel Dip Tray
7oz./16oz. Pico de Gallo
Pineapple/Cantaloupe Spears

NON-PERISHABLES

Calbee Black Bean Harvest Snaps
Natalie's Orchid Island Lemonades
Wholly Guacamole
Fresh Salsa
15oz. Marzetti's Poppyseed Dressing

FLORAL

4" Grafted Cacti
Hardy Mums
6.5" Gardenias/Calla Lilies
Foliage Hanging Baskets
6" Pelee Mums



AUGUST 2017



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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
30	31	1	2	3	4	5
211	212	213	214	215	216	217
6	7	8	9	10	11	12
Begin Planning Labor Day Promotions						
218	219	220	221	222	223	224
13	14	15	16	17	18	19
225	226	227	228	229	230	231
20	21	22	23	24	25	26
232	233	234	235	236	237	238
27	28	29	30	31	1	2
239	240	241	242	243	244	245
3	4	5	6	7	8	9
246	247	248	249	250	251	252

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TOP 20 BEST SELLERS OF MUSHROOMS OFFERED BY CAITO FOODS

8oz. White Mushrooms	5 lb. Portabella Mushrooms	8oz. Mother Earth Organic Crimini Mushrooms
8oz. Sliced White Mushrooms	8oz. Grilla Bella Whole Caps	8oz. Mother Earth Organic Sliced Crimini Mushrooms
8oz. Sliced Baby Bella (Crimini) Mushrooms	8oz. Grilla Bella Sliced Caps	3.5oz. Mother Earth Organic Shiitake Mushrooms
8oz. Baby Bella (Crimini) Mushrooms	3 lb. Shiitake Mushrooms	6oz. Mother Earth Organic Portabella Caps
10 lb. Sliced White Mushrooms	3 lb. Large White Mushrooms	5 lb. Mother Earth Organic Baby Bella (Crimini) Mushrooms
16oz. Sliced White Mushrooms	8oz. Mother Earth Organic Whole White Mushrooms	
16oz. Whole White Mushrooms	8oz. Mother Earth Organic Sliced White Mushrooms	
5 lb. Baby Bella (Crimini) Mushrooms		

GROW SEPTEMBER SALES AND PROFITS

VEGETABLES

Bin Pumpkins
11 lb. Mexican Asparagus
Mixed Autumn Squash Bins
English Cucumbers
Organic Baby Carrots

NON PERISHABLES

Concord Apple Crisp Shipper
Bard Valley Pitted/Chopped Dates
Marzetti's Caramel Dip Shipper
13oz. Litehouse Jalapeno Ranch Dressing
15.2 Naked Juice Berry Blast

FRUITS

South African Navel Oranges
Driscoll's Sunshine Raspberries
1 lb. Meyer Lemons
Grapery Moon Drop Grapes
3 lb. Imported Navel Oranges

FLORAL

10" Hardy Mum Hanging Baskets
Mystique Orchids
8" Hardy Mums
5" Phalaenopsis Orchids
4" Blooming Plants in Fall Gift Bags

GARDEN HIGHWAY

32oz. Fruit Snack Tray
40oz. Veggie Party Platter
48oz. Bean Dip Tray
Stuffed Mushrooms
Clamshell Pineapple Spears



SEPTEMBER 2017



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
27	28	29	30	31	1	2
239	240	241	242	243	244	245
3	4	5	6	7	8	9
246	Labor Day 247	248	249	250	251	252
10	11	12	13	14	15	16
253	254	255	256	257	258	259
17	18	19	20	21	22	23
260	261	262	263	Rosh Hashana begins 264	265	266
24	25	26	27	28	29	30
267	268	269	270	271	272	Yom Kippur 273
1	2	3	4	5	6	7
274	275	276	277	278	279	280

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TOP 20 NATIONAL BEST SELLERS OF APPLE VARIETIES OFFERED BY CAITO FOODS

Gala
Honeycrisp
Fuji
Red Delicious
Granny Smith
Pink Lady
Golden Delicious

McIntosh
Ambrosia
Jazz
Braeburn
Envy
Empire
Jonagold

Kiku
SweeTango
Pacific Rose
Pinata
Ginger Gold
Jonathon

GROW OCTOBER SALES AND PROFITS

VEGETABLES

Fingerling Potatoes
Bin Jacket Cauliflower
Bin Jacket Broccoli
Organic Sweet Onions
Painted/Mini Pumpkins/Gourds

FRUITS

Pomegranates
Grapery Moon Drops Seedless
Grapes
Kiku Apples
Baby Kiwi
Pomegranate Arils

GARDEN HIGHWAY

25oz. Apple/Cheese with
Caramel Dip Tray
7oz./16oz. Pico de Gallo
16oz. Pineapple Spears
Clamshell
20oz. Fiesta Bean Dip Tray
10oz. Asian Stir Fry

NON-PERISHABLES

16oz. Pom Wonderful Juices
Wonderful Pistachio Bins
Superior 10/\$10 Bins
Lighthouse Dried Herb Shipper
Concord Pumpkin Spice Dip

FLORAL

6" Pelee Mums
45pk. Corn Stalks
12pk. Cinnamon Brooms
6" Lemon Cypress
Rose Bouquets
Halloween Themed Potted
Plants



OCTOBER 2017



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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
24	25	26	27	28	29	30
267	268	269	270	271	272	273
1	2	3	4	5	6	7
274	275	276	277	278	279	280
8	9	10	11	12	13	14
281	282	283	284	285	286	287
15	16	17	18	19	20	21
288	289	290	291	292	293	294 Sweetest Day
22	23	24	25	26	27	28
295	296	297	298	299	300	301
29	30	31	1	2	3	4
302	303	304 Halloween	305	306 Begin Planning Thanksgiving Promotions	307	308

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TOP 20 BEST SELLERS OF FRESH HERBS OFFERED BY CAITO FOODS

.75oz. Organic Basil

.75oz. Organic Mint

.75oz. Organic Chives

.75oz. Organic Rosemary

.75oz. Organic Dill

.75oz. Organic Thyme

Potted Organic Living Basil

.75oz. Organic Cilantro

.75oz. Organic Oregano

.75oz. Organic Tarragon

.75oz. Organic Italian Parsley

.75oz. Organic Marjoram

.75oz. Organic Sage

.75oz. Organic Poultry Blend

.75oz. Organic Lemon Grass

.75oz. Organic Bay Leaves

.75oz. Organic Chervil

.75oz. Organic Thai Basil

.75oz. Organic Edible Flowers

Potted Organic Living Mint

GROW NOVEMBER SALES AND PROFITS

VEGETABLES

Organic Baby Rainbow Carrots

Organic Love Beets

Brussels Sprouts Stalks

French Green Beans

Organic Celery

FRUITS

Sweet Celebration Red Seedless

Grapes

5 lb. Spanish Clementines

Autumn King Green Seedless

Grapes

Organic Honeycrisp Apples

Hachiya Persimmons

GARDEN HIGHWAY

24oz. Stuffing Mix

40oz. Veggie Party Platter

48oz. Vegetable Crudite Tray

11oz. Roasted Cinnamon

Butternut Squash

9.5oz. Green Bean Saute

NON-PERISHABLES

32oz. Bolthouse Berry Boost
Juice

450ml Bolthouse Amazing
Mango Juice

12.5oz. Garlic Expressions
Dressing

15oz. Marzetti's Ultimate Bleu
Cheese Dressing

11oz. Litehouse OPA Greek Feta
Dill Dressing

FLORAL

4.5" Mini Calla Lilies

6" Fall Painted Poinsettias

5" Tri-Color Fleurettes

Poinsettias

Cinnamon Pine Cones



NOVEMBER 2017



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
29	30	31	1	2	3	4
302	303	304	305	306	307	308
5	6	7	8	9	10	11
Daylight Saving Time Ends 309	310	311	312	313	314	Veterans Day 315
12	13	14	15	16	17	18
316	317	318	319	320	321	322
19	20	21	22	23	24	25
323	324	325	326	Thanksgiving Day 327	328	329
26	27	28	29	30	1	2
330	331	332	333	334	335	336
3	4	5	6	7	8	9
Begin Planning Christmas and New Year's Promotions						
337	338	339	340	341	342	343

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TOP 20 BEST SELLERS OF VEGETABLE CONVENIENCE ITEMS OFFERED BY CAITO FOODS

- | | | |
|-------------------------------------|--|---------------------------------------|
| 8oz. Mann’s Sugar Snap Peas | 10oz. Mann’s Power Blend | 6oz. Mann’s Broccolini |
| 12oz. Mann’s Broccoli Slaw | 6oz. Mann’s Snow Peas | 10oz. Mann’s Caulettes |
| 12oz. Mann’s Broccoli Wokly | 12oz. Mann’s Vegetable Medley | 9oz. Mann’s Shaved Brussels Sprouts |
| 12oz. Pero Snipped Green Beans | 10oz. Mann’s Organic Broccoli Slaw | 12oz. Mann’s California Stir Fry |
| 12oz. Mann’s Rainbow Slaw | 12oz. Pero Organic Snipped Green Beans | 10oz. Mann’s Organic Broccoli Wokly |
| 12oz. Mann’s Broccoli & Cauliflower | 12oz. Mann’s Broccoli & Carrots | 12oz. Mann’s Sesame Sriracha |
| | | 10.5oz. Mann’s Southwest Chipotle |
| | | 10oz. Mann’s Organic Vegetable Medley |

GROW DECEMBER SALES AND PROFITS

VEGETABLES

- Packaged French Green Beans
- Bin Cabbage
- Brussels Sprouts Stalks
- Red Dianne/Hannah Gold Sweet Potatoes
- Whole/Sliced Baby Bella Mushrooms

FRUITS

- Kumquats
- 11 lb. Imported Cherries
- Pomegranates
- Organic Blueberries
- Organic Red Grapefruit

GARDEN HIGHWAY

- 48oz. Veggie Tray
- 24oz. Veggie Tray
- 64oz. Fruit Platter
- 16oz. Medium Pico Salsa
- 32oz. Sweet Potatoes in Bag

NON-PERISHABLES

- Walnut Combo Pieces
- Pecan Halves
- 5.5oz. Tofurky Peppered Deli Slices
- 5.5oz. Tofurky Oven-Roasted Deli Slices
- 64oz. Natalie’s Orchid Island Fresh Orange Juice

FLORAL

- 6” Winter Painted Poinsettias
- 6” Holiday Rosemary Trees
- Red/Assorted Poinsettias
- Christmas Cactus
- Frosty Ferns

DECEMBER 2017



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
26	27	28	29	30	1	2
330	331	332	333	334	335	336
3	4	5	6	7	8	9
337	338	339	340	341	342	343
10	11	12	13	14	15	16
344	345	346	347 Hanukkah begins	348	349	350
17	18	19	20	21	22	23
351	352	353	354	355	356	357
24	25	26	27	28	29	30
358	359 Christmas Day	360 Kwanzaa Begins	361	362	363	364
31	1	2	3	4	5	6
365 New Year's Eve	1 New Year's Day	2	3	4	5	6

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*Freshness from our Kitchen to
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