

fresh a-peel

merchandising tips



we're still lovin' kale

Kale Sales Keep Growing

Kale is still a hot commodity especially when used as an ingredient in meals. Sales of breakfast entrees made with Kale (like burritos and smoothies) increased by 391% in 2017. Sales of pasta sauce with kale increased by 60%.

Kale is Versatile

- Perfect in salads when sliced thin
- Add to soups and pastas
- Include in smoothies and juices for an extra nutritional boost
- Kale chips are easy to make and are a crunchy and satisfying snack

Merchandising Tips

Display kale with all the ingredients to make kale chips:

- Olive oil
- Salt
- Parmesan cheese
- Garlic powder
- Other seasonings

Provide simple recipe cards on how to make kale chips at home.



A Heart-healthy Superfood

There are so many superfoods available now that are packed with vitamins and minerals. But when all is said and done, kale is still king. Kale overflows with nutrients that keep your heart going strong. It has more calcium than a cup of milk, and lots of iron, folate, Omega 3s, and antioxidants.

33 cal per cup of kale

134% of daily Vitamin C

206% of daily Vitamin A