



Increasing Profits With Value-Added Products

Customers today are looking for ways to save time. Having quick, easy and healthy snacks available will attract new customers and retain existing customers. Value-added products are assembled and packaged together for convenient customer purchase. You add value to your store when you offer healthy grab-n-go products.

If you or your employees have a food handler's permit, you can increase your profits by turning produce and other healthy inventory into grab-n-go foods for your customers.

SNACK PACKS

Snack packs are preassembled ready-to-eat foods.

- Fill to-go cups with fruit, and attach a lid and a fork. Use fruits such as grapes, strawberries, blueberries, apples, watermelon, cantaloupe, mango or pineapple chunks.
- Cut vegetables or fruit, and add a dip. Put the dip in small containers and place it along with the cut produce in an easy grab-n-go container. Good combinations include celery sticks with peanut butter, bell pepper strips with low-fat ranch dressing, baby carrots with hummus, apple slices and caramel dip.
- Cut a block of cheddar cheese into squares, wrap in plastic, and add it to a to-go cup of grapes or apple slices with a lid and fork for an easy snack item.
- Make a mixed fruit salad with the to-go cups. Any combination of colorful fruit will work — melon chunks, pineapple, mango, grapes, strawberries, blueberries, etc.

GRAB-N-GO TIPS

- **Wash all produce before cutting it.**
 - **Clearly label each snack pack** with its name, a list of its ingredients, and the date it was packed.
 - **Refrigerate prepared items.**
 - **Attach a recipe**, if you have one.
- Other grab-and-go-items: string cheese, individual yogurt cups and yogurt parfaits.

MEAL STARTER KITS

Meal starter kits are packaged food items that are ready to cook or assemble.

- **Stir-fry kit:** broccoli florets, red bell pepper strips, onion slices, carrot coins, and zucchini chunks
- **Grilling vegetables kit:** chunks of zucchini, bell peppers, onions, eggplant and whole cherry tomatoes — Assemble vegetables on a skewer for added customer convenience, and increase the price for greater profit.
- **Stew kit:** small whole potatoes, chopped onions, celery and carrots
- **Winter vegetable soup kit:** butternut or any winter squash, sweet potato, onions, and turnips
- **Roasted winter vegetable kit:** butternut squash, beets, parsnips or carrots, onions
- **Summer salad supper kit:** lettuce, spinach, tomatoes, cucumber, bell pepper, carrots and celery, plus a can of tuna or chicken and a bottle of low-fat salad dressing

