

FLAT PEACHES



They may not be taking over the world quite yet but flat peaches are making their mark. White peaches still dominate the flat (or “peento” style) category, but yellow flesh is starting to appear in both peaches and nectarines. Improved flavor and fruit characteristics are driving the growth of new plantings. Make sure your customers get to know this hot growth item.



Week Beginning	4/25	5/2	5/9	5/16	5/23	5/30	6/6	6/13	6/20	6/27	7/4	7/11	7/18	7/25	8/1	8/8	8/15	8/22	8/29
Week Number	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35
Promotion Volume							★	★	★						★	★			

Packaging Specs	Units Per Master	Carton Wt. (lbs.)	Carton Dimension LxWxH	Cartons Per Pallet	Ti x Hi
2 Layer	n/a	14 lbs. (approx.)	20"x12"x5 ³ / ₄ "	96	8x12
1 Layer	n/a	7 lbs. (approx.)	20"x12"x3 ¹ / ₂ "	160	8x20
1 Layer Euro	n/a	12 lbs. (approx.)	24"x16"x3 ¹ / ₂ "	95	5x19
Euro Clamshell	7 x 2lbs.	14	24"x16"x3 ¹ / ₂ "	95	5-19



UPC # 0 33383 32202 5

