

# FIVE GUYS® Patty Press

## THIS WEEK'S POTATOES ARE FROM:

### CONTENTS

- [Compliment – Brooklyn, NY](#)
- [The Murrells Want to Hear from You!](#)
- [Marketing – Market Force Webinar Recording](#)
- [Marina Village Locale Does \\$1,000-Plus Order](#)
- [Holiday Music Now Playing in Stores](#)
- [Training – November & December Blackout Dates](#)
- [IT – New Visa Chargeback Process](#)
- [Facilities – Fall HVAC Preventative Maintenance](#)
- [Food Safety – Support Ticket Tips](#)
- [Bakery – Christmas & New Year’s Delivery Schedule](#)
- [Purchasing – 2018 Domestic Beverage Pricing](#)

#### IDAHO

Egin, ID

Raybould Brothers

#### EASTERN CANADA

Souris, PEI

East Point Potato

#### WESTERN CANADA

Vauxhall, Alberta

Prairie Gold

#### UK / IRELAND

Nottinghamshire, UK

South Farm

#### FRANCE / SPAIN

Dronten, Netherlands

Priem

#### GERMANY / NETHERLANDS

Dronten, Netherlands

Priem

#### UAE

Nagele, Netherlands

Vendelaar

#### QATAR / KSA / KUWAIT

Naples, Italy

Raffaella

## Gift Cards Now in Grocery Stores

Five Guys gift cards are now available in over 1,250 grocery stores in 21 different states, with Amazon.com and more to come! **Page 3.**



## WEEKLY COMPLIMENT – BROOKLYN, NY

Manager Ryan Kranz's kindness left an indelible imprint on this customer. Shout out to Ryan, cashier Atatiana Brydsell, General Manager Ashley Romero and the entire crew at Store 1712 in Brooklyn

*I would like to pay it forward to one of your managers this evening. Ryan went above and beyond for my daughter and me tonight.*

*We stopped in for a cheeseburger, fries and a hot dog. The order was near \$20 and I did not have enough to cover the bill, so I was surprised when Ryan pulled out a \$5 bill and put it towards our order. I felt so embarrassed that he would do that, but as he told me, I need to make sure I pay it forward to the next person I encounter in need, and I will surely do just that.*

*He even treated my daughter to a milkshake on the house. His generosity was over the top and the five guys need to know that he is doing his job and then some. We will make sure to bring enough cash next time. The other cashier was very sweet as well, and the guys making our food were awesome. God bless!*

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## THE MURRELLS WANT TO HEAR FROM YOU



The Murrell family wants to ensure that all franchisees and FGO/FGE employees feel like they can reach out to them anytime. They also want people to feel comfortable asking any questions or making any comment without fear or concern. As such, they have set up an [anonymous form](#) that will be sent directly to Jerry Murrell.

Please feel free to ask Jerry any question! The [form](#) is totally anonymous, but please leave your contact information if you are seeking a response.

The link to the [form](#) will be included in upcoming Patty Presses and is also available on the extranet.

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## MARKETING & COMMUNICATIONS

– Molly Catalano, Vice President of Marketing and Communications

### Q3 2017 Market Force Analytics Webinar Recording Now Available

Five Guys and Market Force hosted the Q3 2017 analytics webinar on November 29. To watch a recording of the presentation, click [here](#).

Contact [Mina Choi](#) with any questions.

### Five Guys Gift Cards Now in Grocery Stores, Coming Soon to Amazon

We are excited to announce that through our partnership with Blackhawk Network, Five Guys gift cards are now available in more than 1,250 Albertsons Companies LLC grocery stores in 21 different states. Albertsons is the parent company of such grocery stores as Vons, Safeway and Albertsons. The gift cards are the same design as our standard Five Guys red cards and have values of \$15-\$200.

We also will be launching gift cards on Amazon.com in mid-December, followed by Kroger, Giant Eagle, Publix and Target stores. Fraudulent purchases of gift cards sold in these stores are covered by Blackhawk.

The new Five Guys online gift card ordering site – [www.fiveguys.com/cards](http://www.fiveguys.com/cards) – is now live. Currently, only eGift cards are available for purchase, but we will be adding physical options in the next few weeks.

Should you have any questions, please reach out to [Mina Choi](#).

## Holiday Gift Card Sales Procedures

With the holiday season here, gift card sales will be increasing in stores. To prevent fraudulent purchases of gift cards, all stores should implement the following policies for **ALL** gift cards purchased with a credit card:

- No individual gift card purchase over \$100
- No gift card transaction over \$200 per customer

If a customer would like to purchase multiple high value gift cards, please refer them to our online gift card ordering site: [www.fiveguys.com/cards](http://www.fiveguys.com/cards). Let them know that we offer multiple shipping options, so that the customer can receive their order in a timely manner. If a customer continues to have an issue, please direct them to our Customer Service Hotline at 1-866-345-4897.

Best practices for gift cards are in our [policy document](#) and as follows:

- For gift card purchases, **credit card numbers should never be keyed in**. Stores are not permitted to key in credit cards numbers.
  - Gift card numbers can be keyed in to the terminal **only** when the physical gift card is presented at the register (due to the magnetic strips deactivating). Do not key in gift numbers if the physical gift card is presented on a mobile device or a piece of paper.
- Ask customers to provide an ID and match the signature (please note that you cannot refuse purchase if they do not have an ID).
- If the purchaser seems suspicious, notify your District Manager or [Mina Choi](#) as soon as possible. Please provide store number, date of transaction, number of gift cards purchased and value loaded on each card. The gift card(s) will be frozen and cannot be used.

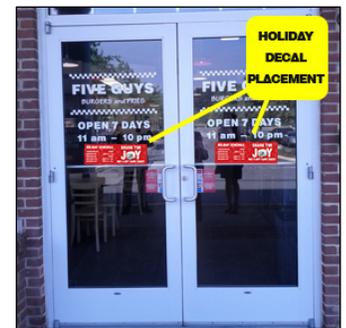
Note that Five Guys is offering two new holiday gift card designs for United States and Canadian stores. View images of the gift cards [here](#). Gift card sleeves remain the same. Gift cards are packaged in quantities of 500 and will be \$20 each, and gift cards sleeves will be \$54 for a quantity of 500, plus shipping and handling. Gift cards can be ordered by calling the SVS Help Desk at 1-877-260-7002. Please make sure to specify whether you need U.S. or Canadian cards.

Should you receive a chargeback notification for a gift card purchase, please contact [Mina Choi](#) for further information.

## Holiday Decal Placement

Five Guys' holiday decal should be centered below the hours portion of your standard door decal. To help extend the life of your decal:

1. It is recommended to clean the glass really well and dry it before applying the decals.
2. It is recommended that when cleaning the glass after the decal has been applied, spray cleanser on a cloth and wipe it over the area where the decal is applied. Spraying cleanser directly on the decal or right above it can potentially decrease the life of the decal.



Note: Food court locations should place the decal in an area that customers are likely to notice.

## Reminder: Standardized Holiday Hours

Standard holiday hours for all Five Guys locations, as published in the Operations Manual, are:

- Christmas Eve – Close at 5 p.m. (non-traditional locations are exempt)
- Christmas Day – Closed
- New Year’s Eve – Open regular hours
- New Year’s Day – Open regular hours

In order to maintain consistency across the brand, we ask that all stores follow these hours (non-traditional locations are exempt). However, we understand that some stores would like to have hours that vary from our standard holiday hours. You have the ability to select non-standard holiday hours when ordering your decals. By doing such, you are submitting these hours for approval and we will let you know if your requested holiday hours are not approved. The non-standard holiday hours door decal is customized and will have an additional charge.

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## **MARINA VILLAGE LOCALE KNOCKS OUT \$1,000-PLUS ORDER**

On November 28, the Marina Village location (store number 3007) in Abu Dhabi completed a \$1,320 order.



The enthusiastic crew took a second out of its busy day to pose with the receipt. Fantastic work, team!

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## **HOLIDAY MUSIC NOW PLAYING IN STORES**

With the holiday season upon us, we are again playing seasonal music in stores. From November 24 until January 1, this season’s holiday playlist will play in all restaurants using PlayNetwork. One out of every four songs on our playlist will be holiday-themed.

This update will take place overnight, meaning stores do not need to take any action to ensure the playlist is used.

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## TRAINING

– Doug McKinney, Vice President of Training

### November, December Blackout Dates

Trainer blackout dates for [November](#) and [December](#) are now available. Should you have any questions about these dates, please contact [Brett Bowen](#).

## IT

– Zerrick Pearson, Vice President of Information Technology

### New Visa Chargeback Process

As announced earlier this year, Visa will be implementing a new chargeback process known as Visa Claims Resolution (VCR). Visa disputes will follow the new process starting April 14, 2018. Under the initiative, Visa aims to streamline the processing of disputes, expediting resolutions and eliminating invalid disputes.



Vantiv is aggressively working towards readiness for the implementation of VCR. Over the next several months, we will offer trainings and communicate about how these changes will impact your business.

If you have any questions, please contact your relationship manager.

## FACILITIES

– Jim Parsons, Facilities Manager

– Kevin Garden, Southeast Facilities Manager

### Tips & Reminders: Time to Schedule Fall HVAC Preventative Maintenance

If you haven't had your Fall HVAC Preventative Maintenance done yet, it's time to get it scheduled. Please make sure that heating systems are started up and checked for proper operation, filters are changed, and coils are cleaned to ensure proper air flow. If your location has gas heat, the heat exchanger needs to be checked for cracks and rust. A faulty heat exchanger can introduce carbon monoxide into your restaurant. Also, making sure the heat stays on all season can help prevent pipes from freezing. With the cooler temperatures of fall and winter right around the corner, proper preventative maintenance can help keep your customers and staff comfortable all season long.

## FOOD SAFETY & QA

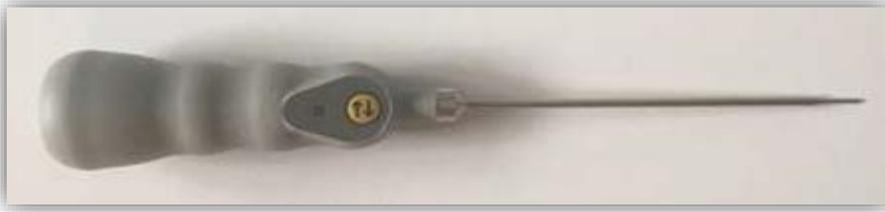
– Jim Gibson, Vice President of Food Safety & QA

### ComplianceMate: Support Ticket Tips

When stores submit support ticket(s) to ComplianceMate, please include basic information that will help troubleshoot your issues quickly. Basic information includes your name, four-digit store number and details about the problem(s) being experienced. For example, a recent ticket came in simply saying ComplianceMate was not connected. The issue turned out to be the tablet had powered off and needed to be turned back on again.

When sending in tickets about probes, please assist ComplianceMate by identifying which probe is being used. ComplianceMate is currently introducing the new Thermapen probe versus the BlueTherm probe. Each probe has unique problem resolution steps.

### BlueTherm Probe



### Thermapen Blue Probe



For sensor issues, attaching any photos, including the top of the electronics board and the underside where the batteries are located, is a tremendous help. These photos allow technicians to see if there is any damage or corrosion to the sensor, as well as if the correct batteries are installed.

Should you have questions or problems about this or any other issue, please issue a [support ticket](#) with your store number and details on the issues you are experiencing.

### **Weekly Tip: By Failing to Prepare, You are Preparing to Fail**

If a food safety specialist walked through your door at this very moment, would your restaurant pass the test? For most stores, a health department inspection or food safety audit may cause stress and anxiety, as it has the potential to damage both revenue and the reputation of the brand. But it's important to remember that the sole purpose of our food safety programs are to guarantee the health and safety of both customers and staff, as well as protecting the brand.

Below are six **Do's** and **Don'ts** that can help you achieve better health inspection and food safety audit results.

**DO's:** There are three simple steps that can help to ensure every Five Guys restaurant is grade-A ready for any food safety inspection:

**1. Review previous inspection results**

Previous food safety audit reports are excellent resources that will provide you with an understanding of your areas of strength in the kitchen, as well as the areas identified for improvement. Taking the necessary steps to correct issues and ensure that crew members are focused on improving historically problematic areas will show that the manager on duty and staff take safety precautions and health violations seriously.

**2. Perform surprise self-assessments weekly**

By stepping into a food safety specialist's shoes, a manager can prevent potential inspection violations before they happen. Similar to real food safety audits, franchisees, operators and district managers should perform self-

assessments at random, unannounced times, so that all crew members become accustomed to practicing proper food handling and cleaning regulations all day, every day.

**3. Educate the team on current food safety practices**

Food safety specialists are paying extra attention to food handling because of the nationwide rise in foodborne illness outbreaks. Regular crew meetings will help keep your team informed of evolving food safety techniques, including food-handling practices related to the spread of bacteria and more.

**DON'Ts:** When preparing for an audit, it helps to be aware of common food safety violations and how to avoid them. Some of the most recurring violations include:

**1. Failure to properly store food**

The temperature in a refrigerator should be set to 41° F (5° C) or below throughout the unit, making it safe for storage of any food. Raw meat should be in a securely sealed container to prevent raw juices from contaminating other foods. Employees should also date all products as they arrive to avoid keeping food past its expiration date. The “First In, First Out” method of inventory can help manage this process.

**2. Failure to follow sanitization regulations**

Approximately 26 percent of foodborne illnesses are caused by food handlers’ poor personal hygiene. Frequent handwashing between glove changing is the easiest way to prevent these issues as it is important for employees to wash their hands whenever they change tasks or gloves. Continually remind employees about the importance of adequate handwashing, and emphasize how failing to follow this basic requirement could result in major health violations.

**3. Failure to complete the Time/Temperature log**

The Time & Temperature log is important to protecting the Five Guys brand. Make sure you are filling it out properly and at the correct time. Integrity is important, so do it right the first time and double check your dashboard daily to make sure everything is being completed properly.

By educating your team and adopting strong daily practices, you can prevent some of the most common food safety violations. Though it’s difficult to predict when a food safety specialist may be visiting your restaurant, following these simple steps is a proactive plan to achieve a strong audit score.

**Congratulations – Q4 Unannounced Steritech Audits**

The Department of Food Safety & QA would like to congratulate the following stores on scoring a perfect 100 on their **Q4 2017** unannounced Steritech audits last week!

**Store #0349 – Orlando, FL**

Franchisee Group: Charlie & Brandon Bengel  
Manager on Duty: James Babecki

**Store #1579 – Memphis, TN (Union)**

Franchisee Group: Jubilee Restaurant Group, LLC.  
Manger on Duty: Robert Huggins

**Store #0215 – Hyattsville, MD**

FGO Manager: Stephen Pace  
Manager on Duty: Violeta Soles

**Store #0379 – College Park, MD**

FGO Manager: Stephen Pace  
Manager on Duty: Artley Simon

**Store #0342 – Tiffany Springs, MO**

Franchisee Group: RWT, LLC.  
Manager on Duty: Juan Perez

**Store #0623 – Warner Robins, GA**

FGO Manger: Humberto Marin  
Manager on Duty: Tristan Brown

## Congratulations – Q4 Unannounced Food Alert Audits

The Department of Food Safety & QA would like to congratulate the following international store on scoring a perfect 100 on their **Q4 2017** unannounced Food Alert audits last week. Please join us in celebrating these stores' success on running a top-notch Five Guys!

**Store #0761 – Norwich, England**  
JV Manager: Pali Hangyal  
Manager on Duty: Karoline Banevicute

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## BAKERY

– JP Asmen, Vice President of Bakery Operations

## Christmas & New Year's Holiday Delivery Schedule

The Christmas and New Year's holiday weeks are just around the corner and the Bakery team would like to announce the adjustments that will be made to some of our bread delivery routes during these week. Please read this document carefully and keep it close at hand should you need to review it. Click [here](#) for the holiday bread delivery schedule and click [here](#) for a full Five Guys store list. All route codes shown in red will experience a change during the corresponding holiday week. These changes are already reflected in BOSS.

As with every holiday, we strongly recommend you increase your PAR levels during the Thanksgiving week and continue this throughout the holiday season for the following reasons:

1. The distribution channels for the bakery and third-party carriers will be strained and capacity maximized during the holiday season. Delays will occur.
2. Your sales will increase and fluctuate unexpectedly during the season. Increasing your PAR levels will prevent you from being adversely affected by these fluctuations.
3. Increasing your PAR levels will provide Five Guys Foods a larger window of time to solve any problems that may arise from lost shipments, damaged product, traffic problems, etc.

### IMPORTANT:

Please ensure that all bread orders for the entire holiday week are submitted manually. Stores are fully responsible for ordering the proper quantities before the specified deadlines. Below are the bread order deadline changes for a few of our bakeries. If your bakery is not listed, the normal ordering deadline will remain in place. Your local supplier is included in the full Five Guys store list.

- **Alpha Bakery**
  - Bread orders for Tuesday, 12/26 MUST be entered into the system before the 3:00pm EST deadline on Saturday, 12/23.
  - Bread orders for Tuesday, 1/2 MUST be entered into the system before the 3:00PM EST deadline on Saturday, 12/30.
- **Best Harvest Bakery**
  - Bread orders for Wednesday, 12/27 MUST be entered into the system before the 3:00pm EST deadline on Friday, 12/22.
  - Bread Orders for Wednesday, 1/3 MUST be entered into the system before the 3:00pm EST deadline on Friday, 12/29.
- **Calgary Bakery**
  - Bread orders for Wednesday, 12/27 MUST be entered into the system before the 3:00pm EST deadline on Saturday, 12/23.

- Bread orders for Wednesday, 1/3 MUST be entered into the system before the 3:00pm EST deadline on Saturday, 12/30.
- **Franz Bakery**
  - Bread orders for Tuesday, 12/26 MUST be entered into the system before the 3:00pm EST deadline on Friday, 12/22.
  - Bread orders for Tuesday, 1/2 MUST be entered into the system before the 3:00pm EST deadline on Friday, 12/29
  - Bread orders for Wednesday, 12/27 MUST be entered into the system before the 3:00pm EST deadline on Saturday, 12/23.
  - Bread orders for Wednesday, 1/3 MUST be entered into the system before the 3:00pm EST deadline on Saturday, 12/30.
- **Giuliano's Bakery**
  - Bread orders for Wednesday, 12/27 MUST be entered into the system before the 3:00pm EST deadline on Saturday, 12/23.
- **Island City Bakery**
  - Bread orders for Tuesday, 12/26 MUST be entered into the system before the 3:00pm EST deadline on Friday, 12/22.
  - Bread orders for Wednesday, 12/27 MUST be entered into the system before the 3:00pm EST deadline on Friday, 12/22 – WESTBANK ONLY
  - Bread orders for Tuesday, 1/2 MUST be entered into the system before the 3:00pm EST deadline on Friday, 12/29
  - Bread orders for Wednesday, 1/3 MUST be entered into the system before the 3:00pm EST deadline on Friday, 12/29 – WESTBANK ONLY
- **Lanthier Bakery**
  - Bread orders for Wednesday, 12/27 MUST be entered into the system before the 3:00pm EST deadline on Friday, 12/22.
  - Bread orders for Wednesday, 1/3 MUST be entered into the system before the 3:00pm EST deadline on Friday, 12/29.
- **Masada Bakery**
  - Bread orders for Tuesday, 12/26 MUST be entered into the system before the 3:00pm EST deadline on Friday, 12/22.
  - Bread orders for Tuesday, 1/2 MUST be entered into the system before the 3:00pm EST deadline on Friday, 12/29.
- **Orlando Bakery**
  - Bread orders for Tuesday, 12/26 MUST be entered into the system before the 3:00pm EST deadline on Saturday, 12/23.
  - Bread orders for Tuesday, 1/2 MUST be entered into the system before the 3:00pm EST deadline on Saturday, 12/30.
- **Rocky Bakery**
  - Bread orders for Wednesday, 12/27 MUST be entered into the system before the 3:00pm EST deadline on Sunday, 12/24
  - Bread orders for Wednesday, 1/3 MUST be entered into the system before the 3:00pm EST deadline on Sunday, 12/31

In order to allow bakeries the proper production and distribution procedures, we are unable to submit, adjust or cancel any bread orders after the ordering deadlines. Please submit your orders accordingly.

District Managers should contact each of their stores directly and walk them through the process. Please contact the [Bakery](#) with any questions.

**PURCHASING**

– Brent Wight, Purchasing Manager

**2018 Domestic Fountain Beverage Pricing**

Below is fountain beverage pricing for 2018 (January 1-December 31). Coca-Cola’s [pricing letter](#), [Freestyle price list](#), [Legacy price list](#) and [price overview](#) are available for review.

**Legacy Fountain – 3.95%**

- Still and sparkling brands – increase of 3.95%
- Unsweetened tea – increase of 3.95%
- Premium still brands – increase of 3.95%
- For a list of all brands, click [here](#).

**Freestyle Program**

- Cartridges – 4.07% increase and non-nutritive sweetener 3.95%. Prices for cartridges vary – please click [here](#) for exact pricing.
- High fructose corn syrup (HFCS) – 4.7% increase

**Canadian Paper Bag Transition Update**

The transition from Duro to SPG for paper bags has begun in Canadian markets. The paper bags are combined with other Georgia Pacific packaging items to distribution centers. This will provide freight efficiencies and logistical savings to overall bag costs. The bags have been tested and approved by the Training Department.

To help improve operations, Training has approved the insertion of FG2 on 6# Bag, FG3 on 12#, and FG5 on the 20# on the top of bags to make it easier to notice how many pieces to put in each size bag. Below is an image the bags.



Transition status as of Thursday, November 23 is as follows:

OPCO	6LB - Bags	Current QOH	AWU	12LB - Bags	Current QOH	AWU	20LB - Bags	Current QOH	AWU
Vancouver	Transitioned	NA	NA	Transitioned	NA	NA	Transitioned	NA	NA
Edmonton	Transitioned	NA	NA	Transitioned	NA	NA	Transitioned	NA	NA
Calgary	Week/Dec 11th	11 cases	5.1 cases	Week/Dec 25th	38 cases	5.9 cases	Week/Dec 18th	31 cases	7.4 cases
Regina	Week/Dec 25th	6 cases	1.1 cases	Week/Dec 18th	5 cases	1.7 cases	Week/Dec 25th	12 cases	2.4 cases
Winnipeg	Week/Dec 11th	3 cases	1.8 cases	Week/Dec 18th	6 cases	1.7 cases	Week/Dec 4th	5 cases	5 cases
Milton	Week/Dec 11th	25 cases	2.6 cases	Week/Dec 4th	10 cases	11 cases	Transitioned	NA	NA
Distagro	Week/Dec 4th	3 cases	3.8 cases	Week/Dec 18th	8 cases	2.5 cases	Week/Dec 4th	4 cases	5.5 cases

Contact [Zahi Chihab](#) with any questions.

## Coca-Cola Freestyle Update

Coca-Cola revealed upcoming flavor mixes and Freestyle cartridge improvements. Among the updates and improvements are:

- Holiday mixes – now
- Olympic mixes – Q1 2018
- Diet Coke & Pibb Xtra new brands – Q1 2018
- Final transition from plastic shelled cartridges to recyclable paperboard cartridges

Click [here](#) to view Coke's flyer regarding the new mix-ins and improvements.

Contact [Chris Eichfeld](#) with any questions.

## Purchasing Task Force Achieves 30% Savings on Lighting

We are excited to announce that effective December 1, pricing on lighting packages for Five Guys stores will be reduced by 30 percent for the average new store package! This achievement is a result of the collaborative effort of the Purchasing Task Force, Supply Chain Department and Construction Team. A thorough bid and review process was performed, and the Purchasing Task Force unanimously voted to maintain our current vendor, Specialty Lighting Group, as Five Guys' approved lighting vendor.

On a typical 2,500 square foot store, you can expect a reduction of cost from about \$6,320 to about \$4,424. This reduction will yield about \$400,000 in savings for the system in 2018.

Please find the new Specialty Lighting Group order guide [here](#).

Contact [Brian Gill](#) with any questions.

## Five Guys Produce Market Report

### Russet Potatoes:

*An update from our partners at Rick Miles Produce...*

Five Guys will begin migration to main-crop Burbank season with a few select locations over the next week.

The following list represents dates of delivery for Idaho Burbanks to these Five Guys distribution centers. Potatoes should have surfaced at the store level approximately 5-7 days thereafter depending on current distribution center inventory levels at the time potatoes arrive. Remaining locations will migrate over the next few weeks as we deplete Idaho Norkotahs.



- SSA Fontana – November 29
- FSA Portland – November 29
- Sysco Vancouver – November 30
- SSA Milpitas – December 1
- RFS Manassas – December 1
- SSA Phoenix – December 2

Canadian Burbanks remain in good quality and condition.

**Tomatoes:**

*Market remains steady.*



Round tomatoes are flat for the week. Supplies remain tight as Florida is still not ready. There will be a gap in Florida in the upcoming weeks, which will put pressure on Mexico to supply the country. The gap has been caused by hurricane damage in Immokalee, which caused a later-than-normal start. Florida will start harvesting in mid-December, which will start the relief process for round tomatoes. Quality overall looks better than it has in previous weeks.

Please understand that we will experience the lowest quality fruit of the season while we work through issues as crops remain tight. Please make sure that all tomatoes are inspected while putting away delivery, and follow the Product Issue Form process to report what you are seeing in the stores.

**Recap of what crops are available:**

- California – Finished for the season.
- Florida – Continues to be in the harvest period of crops devastated by Hurricane Irma. Very few supplies are available, with the market in the mid-to-high \$30s for best quality delivered product. Primary harvest volume is expected to begin by the end of December.
- Baja California – Few-to-moderate vine ripe tomato supplies available. Excellent quality being reported with the market in the mid-to-high \$20s.
- Mexico – Very few round tomatoes currently being harvested. Primary harvest volume is set to begin in the next 4-5 weeks.
- Roma Tomatoes – Mexico is starting to see improved volume. The market is in the mid-teens for best quality.
- Outlook – By the end of December, Florida will be harvesting tomatoes that were planted post-Hurricane Irma. Mexico will also begin production in Culiacan and Sinaloa around the same time. With both regions going, pricing, quality and volume should improve drastically, weather permitting.
- **Pricing Outlook:** System is experiencing pricing increases this week. We have hit clauses in our agreements that will impact overall costing.

**Iceberg Lettuce:**

Iceberg lettuce is up this week, with good supply and light demand. (Rec. is based on Arizona market)

Additionally:

- Supplies exceed demand, leaving shippers flexing volume-type orders.
- Yuma is in full production and Huron has finished for the season. Santa Maria has moderate production.
- All regions are reporting good quality, with only minor mechanical damage, insects and ribbing. Expect heavy supplies through the week at minimum and ideal weather conditions in all growing regions through the weekend.
- **Pricing Outlook:** Pricing is neutral to the previous week, and we are expecting to see weekly changes due to changes in growing areas as well as weather conditions. We will continue to keep the field apprised.



**Strawberries:**



The strawberry market is down this week, with light supply and good demand. (Rec. is based on Mexico crossing through Texas)

- **Pricing Outlook:** Seeing price increases across our distribution network. We have hit pricing levels that are producing the highest cost of the season. All centers will see increases.

Contact [Chris Eichfeld](#) with any questions.

