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## **Winter berry combo recipes to delight consumers**

By

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Let's keep the winter-berry train rolling right along with some cross-merchandising ideas to keep the register ringing right on through the ringing in of the new year! By now your shoppers hopefully have a sense of how delicious winter strawberries can be, but with a little creativity, those 100-percent recyclable clamshell packages can help fill up shopping carts with other delectable goodies as well. It's all a matter of knowing which desserts, snacks, and meals will motivate shoppers to not only purchase plenty of berries, but the corresponding ingredients as well! We can start with some of the obvious strawberry besties:

- Whipped cream
- Ice cream
- Yogurt (frozen or not — it all works!)
- Chocolate (white, milk, dark — it all works!)
- Cakes & Sweet breads (store-bought or homemade — it all works!)
- Oranges
- Liquerers (Grand Marnier, schnapps — it all...you get the point.)

But there are truly delectable recipes that will tempt (and surprise!) your customers with unexpected ingredient combinations that make for unique and delicious treats. Consider the cross-merchandising opportunities presented by these out-of-the-box but delicious Well•Pict Berries recipes!

[Well•Pict Strawberry Salsa](#)

[Seared Halibut With Berry Compote And Roasted Potatoes](#)

[Crispy Chicken Wontons With Well•Pict Strawberry Glaze](#)

[Well•pict Berry And Cream Cheese Pita Pizzas](#)

[Well•Pict Strawberry Buttermilk Bran Muffins](#)

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