



Hampshire Farms

Holiday Merchandising Guide 2026



Holiday Highlights

HAMPSHIRE FARMS • MERCHANDISING GUIDE 2026



Financials



Table Space



**Garden Center
Readiness**



**Holiday
Signage**



**Early Season
Merchandising**



**Apron
Merchandising**



**IGC
Merchandising**



AD Items



**Protection
Plan**



**HPA
Merchandising**



**Botanical
Elements**



Shipping

Apron Table Space

HAMPSHIRE FARMS • HOLIDAY MERCHANDISING GUIDE 2026



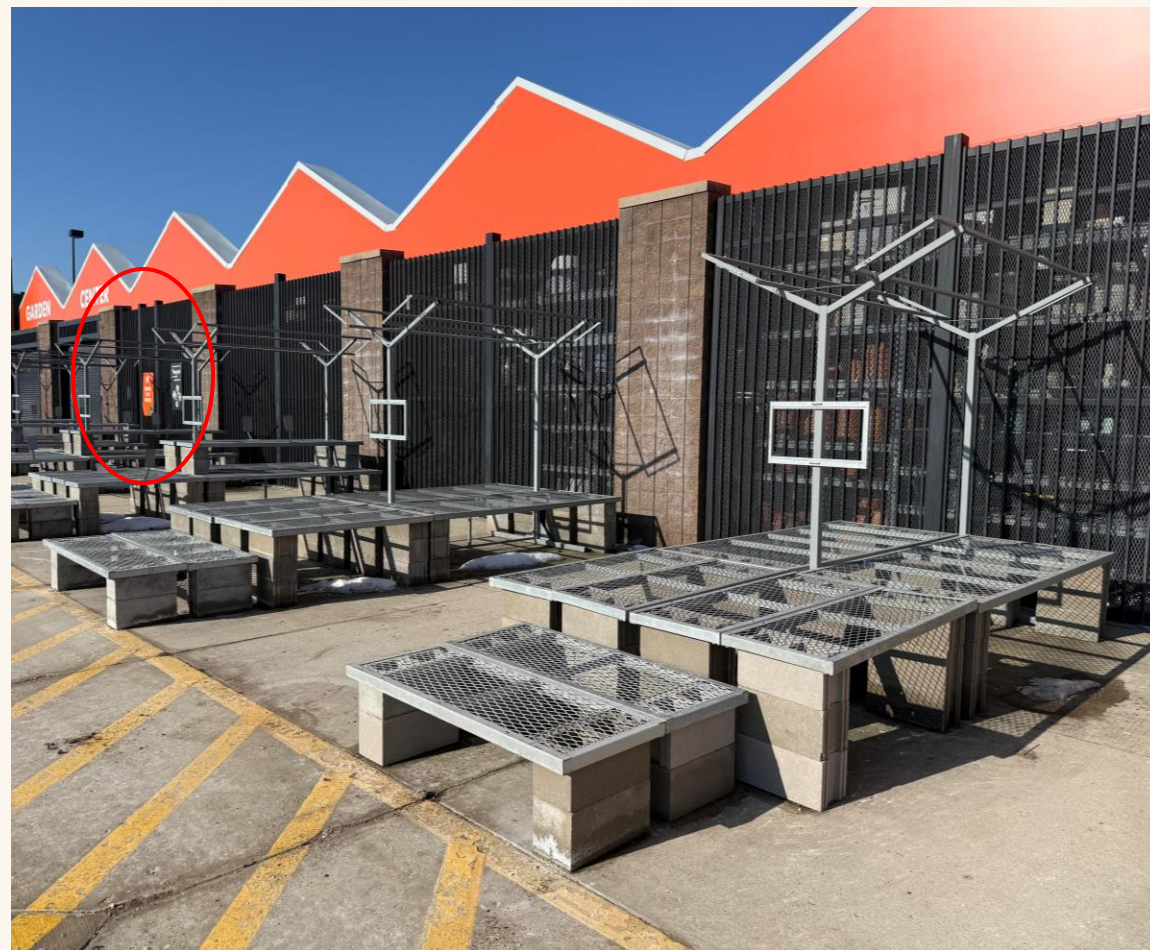
Hampshire Farms product should be worked on perennial apron tables. *Region Specific*



Exception would be stores where perennial tables are not on either side of the garden gates.



Stores with no apron tables or minimal space product needs to be worked inside the garden center.



Additional Apron Space

HAMPSHIRE FARMS • HOLIDAY MERCHANDISING GUIDE 2026



Additional table space can be created by the main entrance of the store and under apron hard canopies.



Utilize the monster rack for impulse sale opportunities.



Use existing pumpkin bin displays for excess greens, spruce tops, and birch logs.



IGC Table Space

HAMPSHIRE FARMS • HOLIDAY MERCHANDISING GUIDE 2026



Hampshire Farms product should be worked on the table closest to the garden center sliding doors. *closest to HPA*



Additional table space will be the eight foot AD section in front of Christmas tree bays.



Additional IGC Space

HAMPSHIRE FARMS • HOLIDAY MERCHANDISING GUIDE 2026



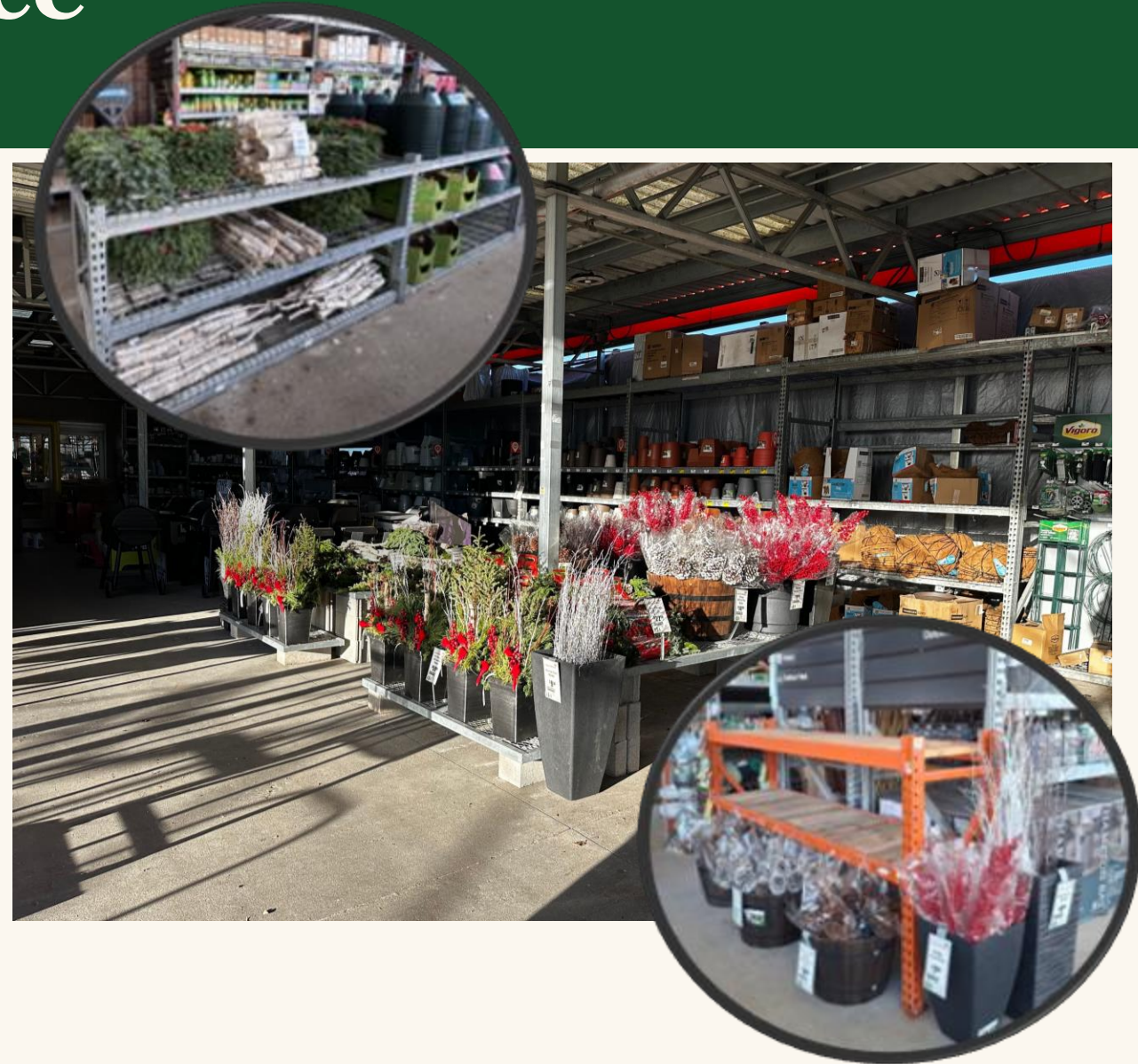
Additional table space can be used inside the garden center under hard canopies where approved.



If negative space tables are still standing and built in a good location those are an option.



Product can be merchandised on Home Depot bays if it's approved by the store and space is not planogrammed.



Garden Center Readiness

HAMPSHIRE FARMS • HOLIDAY MERCHANDISING GUIDE 2026



Blocks need to be straightened on all apron tables and endcaps where we are displaying our product.



Tables that are beyond repair will need to be taken down, swept out, and rebuilt. *Do not straighten tables being used for tree corrals.*



All tables need to be flat unless stores have three tier burpee racking.



Annual tables closest to the garden center sliding doors need to be flat and blocks need to be straightened. *Any other eight foot AD sections we will use inside the garden center.*



Deep clean under tables and organize outdoor sign totes. *Reminder not to throw away 2026 perennial 12x24 and 5x8 signage.*



Ensure all perennial headers are taken down in the back of the inside garden center.



Holiday Signage

HAMPSHIRE FARMS • HOLIDAY MERCHANDISING GUIDE 2026



Holiday sign kits will be located in the MET bay in receiving or near the managers office.



There will be no header signs this year!



12x24 signs will come in your holiday sign kit. Mirror Fresh Holiday Décor signs **(8)** across the apron. Extras can be used inside the garden center on AD sections.



12x24 Holiday Greens signs **(2)** should be used on the two tables closet to the garden sliders inside the garden center.



Keep holiday signs in one location so all vendors can access them.



HF 5x8 Holiday Signage

HAMPSHIRE FARMS • HOLIDAY MERCHANDISING GUIDE 2026



Every store will receive one box of 5x8 signs for Holiday. It should be stored in your HPA totes. Signs should be placed in the center of every endcap and in the middle of each eight-foot table run.



Signs below have the wrong retail price and need to be removed from your sign kit. The correct signs will be handed out by Districts.



Early Season Merchandising

HAMPSHIRE FARMS • HOLIDAY MERCHANDISING GUIDE 2026



Initial shipments we should have a presence by the main entrance of the store. This will be store by store depending on garden gate hours and store volume.



Expect the heaviest customer traffic here until garden gate hours are extended. *Once Christmas trees arrive at stores*



Utilize extra metal, pumpkin displays, and monster racks to display holiday product.



If storefront space is unavailable, set holiday on the inside garden center table nearest the garden sliders, with only a minimal presentation on the apron.



Product should transition to our permanent apron and inside garden center space when garden hours are extended.



Water containers as needed.



Apron Merchandising - Containers

HAMPSHIRE FARMS • HOLIDAY MERCHANDISING GUIDE 2026



Focus for apron endcaps should be 12&14inch containers.



Overflow 12&14inch containers should be worked on apron table one closest to the garden gates.



10inch containers should be the focus for apron table runs.



Product should be striped short to tall with 5x8 signs in place on endcaps and table runs.



Apron Merchandising – Hanging Baskets

HAMPSHIRE FARMS • HOLIDAY MERCHANDISING GUIDE 2026



Hanging basket fixtures on the apron should be filled after the a-frame, monster rack, and inside garden center fixtures are full.



Use the lower bars when hanging baskets on the apron. This keeps the décor visible and makes it easier for customers to shop.



Baskets can be placed on table runs at low/mid volume stores.



5x8 signage should be hung with the annual companies hanging basket sign holders.



Apron Merchandising – Wreaths and Roping

HAMPSHIRE FARMS • HOLIDAY MERCHANDISING GUIDE 2026



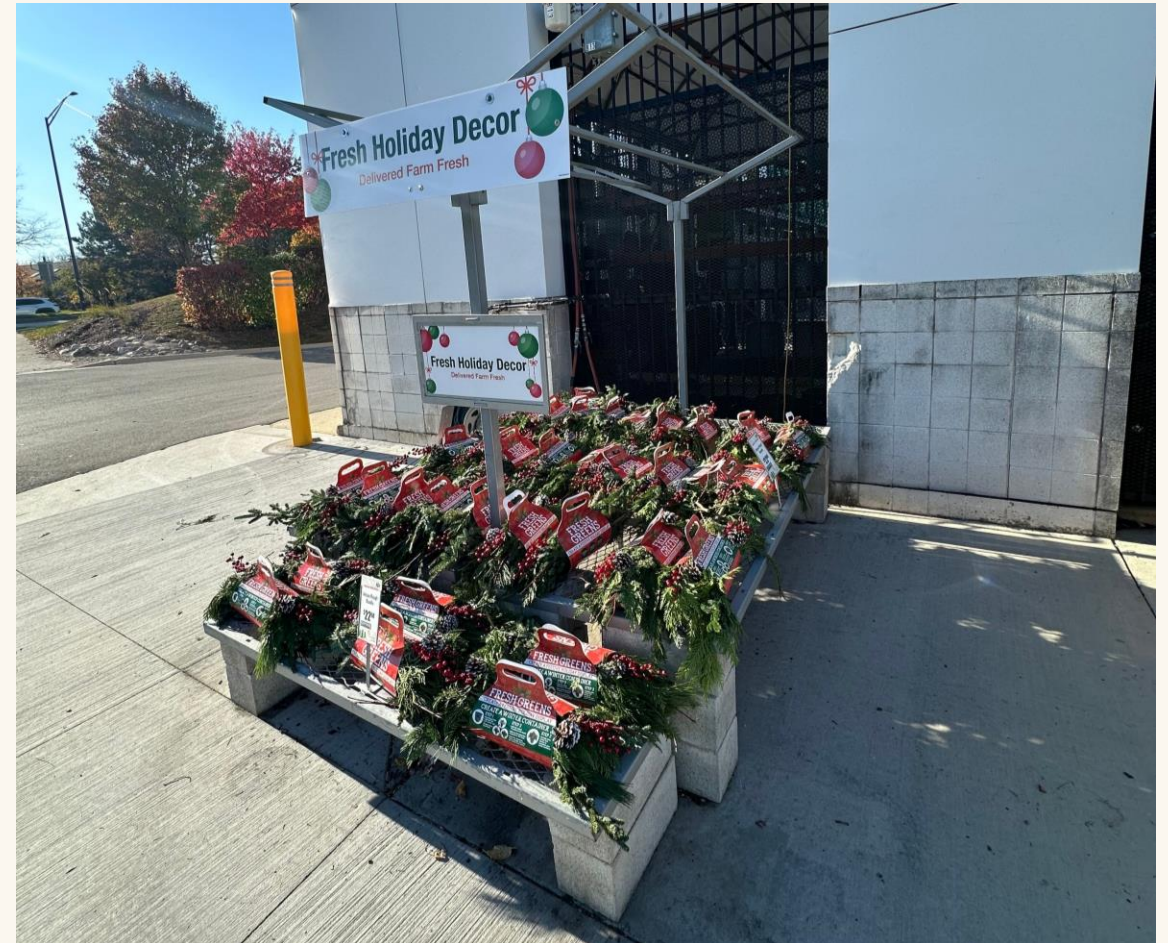
NEW merchandising play call in 2026



Based on your store volume use the second or third apron table for DIY bough bundles, wreaths, and garland to create a one stop shop for high end greens. *Spruce tops in Minnesota*



Table should be stacked and striped short to tall on table runs.



IGC Merchandising – Greens Table

HAMPSHIRE FARMS • HOLIDAY MERCHANDISING GUIDE 2026



Primary location for greens bunches, birch logs, stick bundles, pinecones, and smaller containers will be on the inside garden center table closest to the garden sliders.



Table will be blocked behind the eight-foot AD section at high volume stores. Endcaps should be high price point containers that need protection from bad weather.



Highest priced greens should be merchandised on the side of the table closest to the register.



Remaining greens should be worked on the side of the table closest to the garden sliders.



Utilize your eight-foot AD section for 6-10 inch containers or greens bunches.



The entire greens table can be blocked at low/mid volume stores.



IGC Merchandising – Bundles & Pinecones

HAMPSHIRE FARMS • HOLIDAY MERCHANDISING GUIDE 2026



Utilize birch logs to break up greens varieties on table runs.



NEW stick bundles and pinecones should be used to break up greens varieties as well.



HD containers can be used for pinecones and stick bundles with the stores approval.



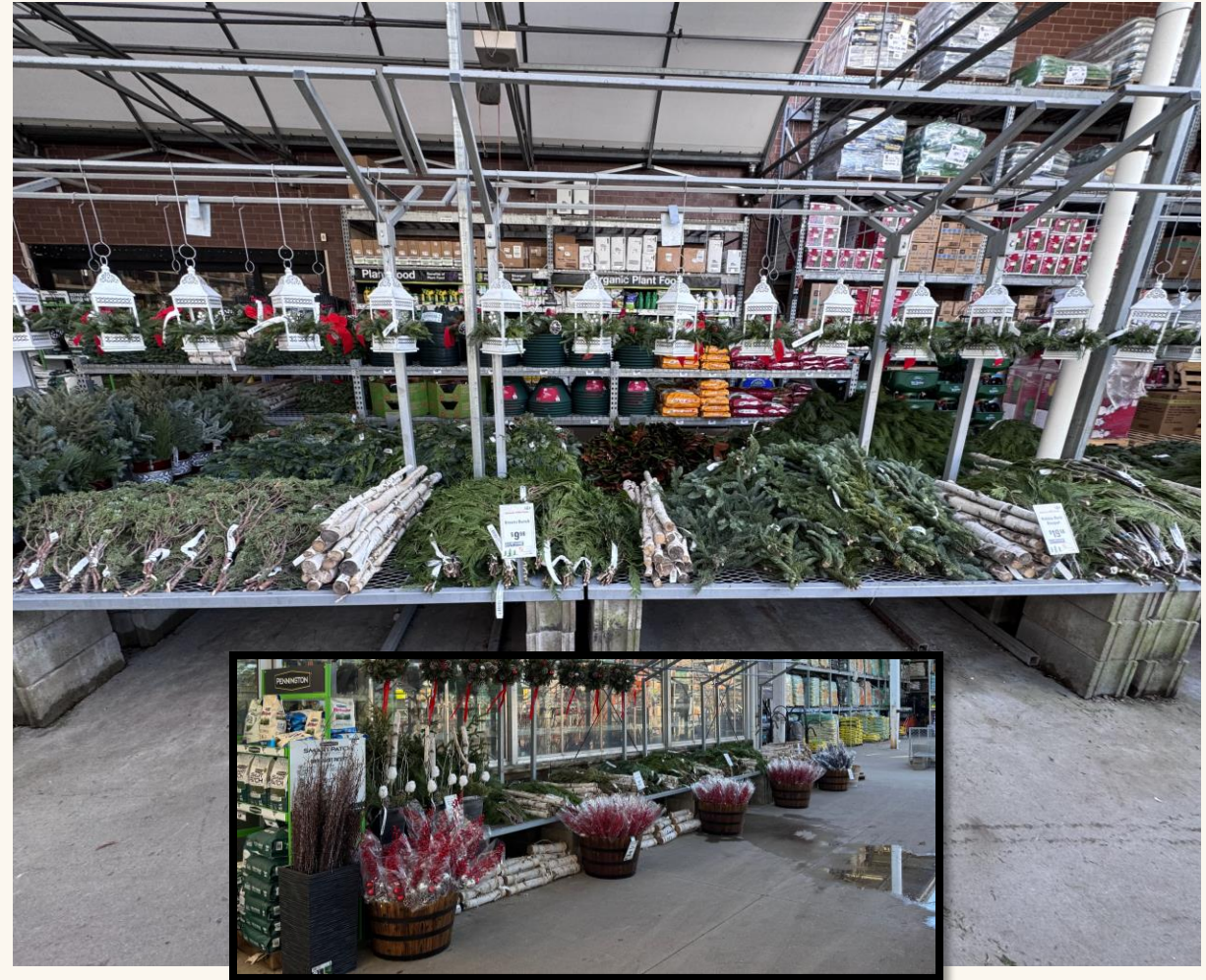
Focus should be 4-6 HD containers around inside garden center endcaps. Containers should be placed under the hard top canopy.



Boxwood, oregonia, and huckleberry bunches need to be placed in HD containers with water to keep them from drying out. *Above freezing temps*



Greens need to be rotated weekly.



IGC Merchandising – Hanging Product

HAMPSHIRE FARMS • HOLIDAY MERCHANDISING GUIDE 2026



Once the Monster rack and A-frames are filled hanging product should be worked inside the garden center table closest to the garden sliders.



Hang kissing balls and birdcages on the side of the table with the most overhead protection.



Hang all product on the lower bars of the hanging basket fixture and use the annual companies hanging basket hooks if they are available.



Baskets can be placed on table runs at low/mid volume stores.



5x8 signage should be hung with the annual companies hanging basket sign holders.



IGC Merchandising – Hanging Product

HAMPSHIRE FARMS • HOLIDAY MERCHANDISING GUIDE 2026



In high-volume stores, consider displaying 48-inch wreaths in protected bays within high-traffic shopping areas. Fall harvest displays can also be repurposed for wreath displays.



DO NOT hang wreaths on hanging basket fixtures, garden gates, or monster racks / a-frames. They will dry out quickly.



IGC Merchandising – AD Section & Urns

HAMPSHIRE FARMS • HOLIDAY MERCHANDISING GUIDE 2026



Eight-foot AD sections / endcaps should stay up at all stores. *Including Minnesota*



Utilize AD section tables and endcaps for high price point containers/greens that need protection from the weather.



Urns and Alto containers should be placed inside the garden center around endcaps under cover. If weekend weather is promising they can be moved to the apron.



Merchandising – Spruce Tops

HAMPSHIRE FARMS • HOLIDAY MERCHANDISING GUIDE 2026



All stores receiving spruce tops must designate a home location for them.



Merchandise spruce tops by the main entrance early season to capture early sales.



Rotate stock weekly to keep older shipments accessible as fresh product arrives.



Merchandise spruce tops in multiple locations where possible.



Black Friday AD Items

HAMPSHIRE FARMS • HOLIDAY MERCHANDISING GUIDE 2026

2026 AD Items

10in Drop N Decorate Was \$24.98 **NOW** \$16.88

24in Wreath Was \$24.98 **NOW** \$19.88

10in Yukon Planter Was \$29.98 **NOW** \$ 24.88

A festive planter featuring a dense arrangement of green pine branches, red berries, and a large red ornament, all contained within a white, square-shaped frame. The planter is suspended by thin white strings.

10" Drop-N-Decorate

A square planter filled with green pine branches, red berries, and pinecones, tied with a red ribbon. It is set against a white background.

10" Yukon Square
'Red Velvet'

A square planter filled with green pine branches, red berries, and pinecones, tied with a red and black plaid ribbon. It is set against a white background.

10" Yukon Square
'Buffalo Plaid'

A circular wreath made of green pine branches, red berries, and pinecones, tied with a large red bow. It is set against a white background.

24" Wreath

Black Friday Merchandising 2025

HAMPSHIRE FARMS • HOLIDAY MERCHANDISING GUIDE 2026



**2026
Product
Placement
TBD**



AD items should be
worked together in
one location



Protection Protocol

HAMPSHIRE FARMS • HOLIDAY MERCHANDISING GUIDE 2026



We need to check our weather every day during Holiday season.



Everyone must be ready to protect product during bad weather, *including weekends if necessary.*



If accumulating snow is in the forecast the following steps should be taken. *72hour plan*



Exposed product needs to be re-racked and staged in fertilizer isles. If we have extreme weather conditions product may need to go inside the store.



Districts will be responsible of executing the protection plan for their territories confirming all stores have been completed. *Spreadsheet will be created*

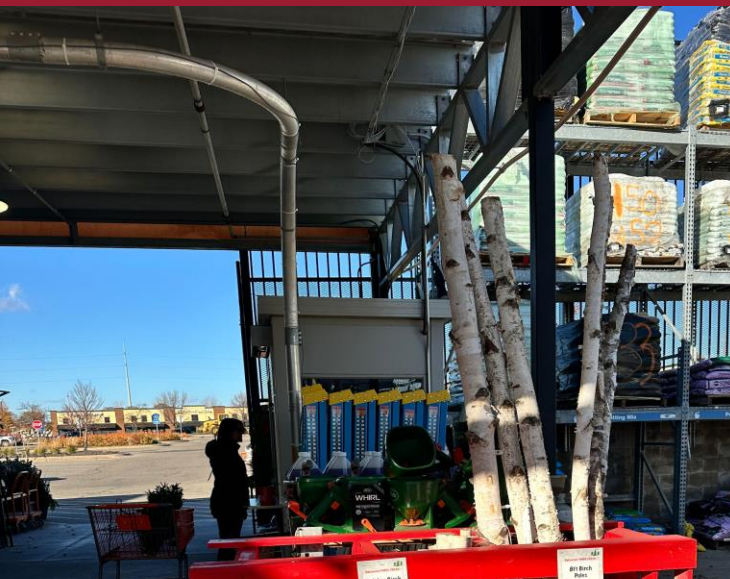


Picture confirmation of product being protected will need to be updated on *AIR*.



Inspirational Merchandising

HAMPSHIRE FARMS • HOLIDAY MERCHANDISING GUIDE 2026





Holiday HPA Items

HAMPSHIRE FARMS • HOLIDAY MERCHANDISING GUIDE 2026



4" Asst. Philodendron in Fir Tree Ceramic



4" Asst. Foliage in Gingerbread Ceramic



Medium Lucky Bamboo in Holiday Ceramic



Small Lucky Bamboo in Holiday Ceramic



6" Zygo in Woven HB



6" Tricolor Zygo in Snowflake Tin



2.5" Kalanchoe in Gold Tree Ceramic



4" Ros Aroma in Luxe w/Star pick



4" Cyclamen in Jingle Bell Ceramic



6" Candy Cane Cyclamen

HPA Merchandising

HAMPSHIRE FARMS • HOLIDAY MERCHANDISING GUIDE 2026



The Blooming pod should be the focus for Holiday HPA product.



If stores will allow look to build an eight-foot table in the racetrack.



If there are extra Holiday Décor 12x24 signs place them in your sign holders on your Blooming Pod.



The HPA area needs to be shoppable. Norfolk pines and poinsettias should not be merchandised in our isles or up against pods and tables.



Growscape Botanicals

HAMPSHIRE FARMS • HOLIDAY MERCHANDISING GUIDE 2026



Upon arrival display botanicals in the indoor Christmas set or in the racetrack directly across from the set.



When greens start shipping to stores, displays should be moved outside under the hardtop near registers.



Condense displays as they sell down and dispose of boxes.



Shipping

HAMPSHIRE FARMS • HOLIDAY MERCHANDISING GUIDE 2026



Minnesota

- ❖ HF Holiday shipments start October 19th Week
- ❖ Direct ship spruce tops
 - October 26th Week
 - 2 Trucks
 - November 2nd Week
 - 1 Truck
- ❖ Direct ship greens
 - October 26th Week
 - 1 Truck

Wisconsin & Illinois

- ❖ HF Holiday shipments start November 2nd Week

Missouri

- ❖ HF Holiday shipments start November 16th Week

