

THE ART OF SLICING ORANGES

Prepared by C. Roger Moss for Advantage Sales and Marketing Event Specialists

This document was developed to help you be efficient and maximize sales of oranges and clementine's. Make sure you set your cart up as close as possible to the oranges to make it easy for guests to grab a bag. Add some to the front of your cart to make it even easier.



Have your display look good with a slice of each in one cup. No toothpick needed as guest will use their fingers or toss them into their mouth directly. Back-up your tray display with more cups ready to fill in those taken. The slices on the cutting board add the scent of oranges and give you even more product to place in cups should you get a rush of guests.



Preparing Clementine

1. It is easier to cut your clementine in half than to peel it with your fingers from the start. Once cut in half peel the skin off each half.



2. Pull off any threads from the clementine so that all is left is the meat of the fruit.



3. Break clementine apart into single slices using your thumb from the back of the clementine.



Preparing Navel Oranges

1. Start by cutting off each end of the orange. Cut down as far as possible to remove skin and take minimal orange.

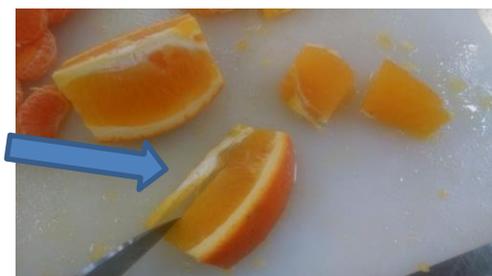


2. Slice the orange in half along the white lines of a section of orange.



3. Slice each half in quarters.

4. Remove any white skin from slices. Do not serve with orange as it is bitter in taste.



5. You may peel the skin off the back of the orange with your fingers or use the knife to cut it along the meat of the orange.



6. Take the skinless orange slice and cut it in half.

This process will keep you busy all day and will present a product that guest will enjoy and increase sales. A member said "It's great having peeled oranges, they just taste better."

