

### 1 STORING SEEDS

- Keep stock cool and dry, away from direct sun and heat.
- Leave cases sealed until you are ready to stock the rack.
- Heat and moisture shorten shelf life fast.

### 2 WHERE TO PUT THE RACK

- Best spots: near checkout, in a garden section, or next to seasonal merchandise.
- Eye-level placement outsells back-of-store placement.
- Customers not looking for seeds will pick one up if the rack is easy to see.

### 3 ROTATING STOCK

- Put older packets in front when restocking.
- Swap slow-selling varieties on your next refill order.
- A full, tidy rack sells better than a sparse one.
- Keep it stocked and faced forward.

### 4 REORDERING

- Refills available for any variety, any time.
- Minimum: 10 packets per variety.
- Order before you run out, not after.
- Free shipping on orders over \$250.

**Order refills:** [victoryseeds.com/products/retail-packets-refill](https://victoryseeds.com/products/retail-packets-refill)

### ABOUT OUR PACKETS

- Non-GMO, open-pollinated varieties
- Sealed for freshness
- Viability guaranteed
- High germination rates
- Generous packet sizes
- Retail price: \$3.00 per packet

### WHOLESALE CONTACT

**Phone:** 817-382-8489

**Email:** [info@victoryseeds.com](mailto:info@victoryseeds.com)

**Web:** [victoryseeds.com](https://victoryseeds.com)

Questions about your order,  
a variety, or your display?

We are here to help.

### QUICK TIPS FOR STAFF

- Seeds sell best when the rack is full.
- Straighten and face packets when walking by.
- If a customer asks: seeds are non-GMO, sealed fresh, and viability guaranteed.
- Low on a variety? Reorder before you run out.
- Return unsold seeds at season end if on the guaranteed sale program.