

Born to be Diverse

Harley-Davidson buyers have a surprising holiday makeup

Diverse Riders. Women, Hispanics and African-Americans were twice as likely to have purchased Harley-Davidson motorcycles during the holiday season than white males.

Hot Toys. Mattel sold 12 of the 50 best-selling toys in 2013, but not all of its brands are as popular as others. Superman did not sell as well as Batman; Matchbox cars weren't as hot; and both Fisher-Price and Barbie saw sales slump. Bob the Builder is expected to be a hot seller this year. Notably, making sure infants sleep well at night is much more important to Chinese moms than moms in the U.S, say Fisher-Price executives.

Is Zumba Over? Videogame maker Majesco Entertainment is stopping production of the Zumba franchise, saying the demand just isn't there anymore. The dance/weight loss franchise



Larissa Faw
The Business Roundup

comprised 55 percent of total videogame sales in 2013, down from 76 percent from 2012. Still, there are still a robust catalog of Zumba titles to keep the franchise strong for both Wii and Xbox gamers.

Red Ads. Wendy's fast food chain executives say the recent Red campaign with creative ad agency Morgan Smith was its most successful marketing

campaign since its spots featuring founder Dave Thomas, which ended with his death in 2002.

Making Lemons. Fruit producer Limoneira owns 3,900 acres of lemon fields in California and Arizona, and expects to produce 3 million to 3.3 million of lemon cartons this year. But lemons are an alternate growing fruit, which means that because 2013 was a high production year, 2014 will be a lower production year, resulting in higher lemon prices. Limoneira is the largest vertical supplier of lemons in the U.S.

Physical DVDs Still Sell. Despite the reports that every form of media is moving to the cloud and streaming online, discount retailer Alco Stores is expanding its traditional media business. "DVDs, music CDs and gaming software are all key business in rural markets," says Alco's Richard Wilson. And, sales of

older titles are just as hot as those of the latest releases. "Improving our mix of value price points with new release products will enable us to broaden our selection with maximum profitability," Wilson explains.

Pets and Baby Love. Pets and babies are the two sections experiencing the best growth and demand in terms of sales at discount grocer SuperValu. Hence, Supervalu will include 25-50 items of these two categories in the coming months. Electronics, on the other hand, aren't selling as strongly.

Going Green. Some 22 percent of consumers eat kale several times a month, and there was a 382 percent increase in restaurants featuring kale on their menus over the past five years. Kale is driving interest to salads, says vegetable producer

Landec Corp. Now, possible emerging healthy food trends include shelf-stable and longer-lasting avocado and citrus fruits.

Company Privacy Or Trash? When companies relocate or go out of business, they need someone to remove paper and documents. Cintas, the uniform rental provider and corporate paper remover, is increasingly winning these accounts from small mom-and-pop shops as companies realize these projects are less waste management removal and more about privacy protection. "They've got to be sure that it is securely handled and that companies have the standards to do that," says Cintas' William Gale.

Larissa Faw covers business trends for Forbes, The Motley Fool and other outlets. Contact her at larissafaw@gmail.com.

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