



Online Produce Presentation

Existing Layout

	Apples Red Delicious Large	14-16oz \$1.490/lb	\$1.49	<input type="text" value="1"/>	Add to Cart Save to List
	Apples Red Delicious Small	14-16oz \$1.290/lb	\$1.29	<input type="text" value="1"/>	Add to Cart Save to List

Possible Changes

To better match the in-store experience, display primary produce pricing by pound, with per-piece pricing secondary. This reverses the current online presentation.

<div>Alternative 1: Indicate weighted price in abbreviated form</div>					
	Apples Red Delicious Large	14-16oz \$0.75 ea.	\$1.49/lb	<input type="text" value="1"/>	Add to Cart Save to List
	Apples Red Delicious Small	14-16oz \$0.65 ea.	\$1.29 per pound	<input type="text" value="1"/>	Add to Cart Save to List

Calculate maximum price per piece for secondary display

Alternative 2:
indicate weighted price on new line