



Blueberries from Chile

# ORGANIC BLUEBERRY DISPLAY CONTEST

## FEBRUARY 1 - MARCH 1, 2021



Do the cold, winter months have your customers feeling a little blue? Well we have the answer! Let's help them beat those winter blues and have a display contest featuring fresh ORGANIC pint blueberries from Chile!

That's right, its back for the 4th year in a row! Four Seasons Produce has once again partnered with Naturipe Farms to bring you a display contest for the month of February. Fresh blueberries from Chile will be abundant in supply, priced right, and perfect for your consumers to snack on! Big "blue"tiful displays will net big "blue"tiful sales, as many consumers will buy multiple packs for both eating and freezing for future use.

### CONTEST CRITERIA:

- Build a "blue"tiful display of organic pint blueberries in your produce department or store that is sure to leave a "berry" good impression on our judges!
- All fruit must be purchased from Four Seasons Produce and must be the Naturipe label. **Product code is 46125.**
- Must purchase a minimum of 15 cases of fruit during the contest period.
- Utilize the POS material cards or posters on your displays. These can be obtained through our Four Seasons Sales Rep or Merchandiser.
- Contest displays must be up for a minimum of one week.
- Send all display pictures to Steph Mayer ([stephf@fsproduce.com](mailto:stephf@fsproduce.com)) by Thursday March 4th.



### SOME BLUEBERRY MERCHANDISING DISPLAY TIPS:

- Cross merchandising helps build basket size and offers consumers ideas for blueberry uses. Pancake mix, blueberry crisp and ingredients for peach cobblers are all great ideas to have by your displays.
- Recipe cards printed out and on display might encourage consumers to try something new.
- Social Media is a great way to let customers know you are serious about organic blues! Promote online and draw your customers in!

### CONTEST PRIZES:

(displays will be judged on criteria, creativity and overall eye appeal)

- 1 55" TV
- 2 Mountain Bike
- 3 Golf Club Set
- 4 Chromebook
- 5 Bluetooth Earbuds



Each entry will receive a pair of Naturipe/Four Seasons socks!

Time to get creative and start planning your blueberry masterpiece today! For more information or display tips and ideas, talk with your Four Seasons Sales Rep or Merchandiser.



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