



# Driscoll's Berry Bonanza Display Contest

May 17 - June 14, 2021

Want to show off some creativity and drive some serious volume at the same time? And while we are at it, let's throw a little fun, some bragging rights, with a little incentive behind it! If this sounds great to you, then join in on the fun with our second annual Driscoll's Berry Display Contest!

Four Seasons Produce and Driscoll's have teamed up to bring you a display contest with massive sales potential! Berries are one of the biggest category sales drivers in your department, and with warmer weather ahead, your customers are sure to hit these displays hard. As we head toward the Memorial Day holiday and beyond, now is the perfect time to promote this entire category, so let's build a Berry Patch your customers are sure to "pick" through!

## CONTEST CRITERIA:

- Build a "berry" memorable display of Driscoll's berries that will wow our judges!
- All fruit must be purchased through Four Seasons Produce.
- You must have at least three (3) varieties of berries in your displays. Varieties that will be available are Strawberries, Blackberries, Raspberries, and Blueberries in both organic and conventional. We will have different pack sizes available.
- The Driscoll's brand must be highlighted in your displays with either the graphic boxes or point of sale signs hung on your displays (or both!) For Point of Sale signs, contact your Four Seasons rep.
- Email all photos to Steph Mayer (stephf@fsproduce.com) by June 17, 2021.



\*\*The use of social media is not required but strongly suggested.

## PRIZES:

<b>BEST OVERALL DISPLAY</b> (BERRY BALLER)	<b>LARGEST DISPLAY</b> (BERRY BOOMER)	<b>BEST DESIGN</b> (BERRY VISIONARY)	<b>BEST ORGANIC</b> (BERRY BEES)
<b>GRAND PRIZE WINNER</b> <b>\$1,250</b> (Display will be judged on overall eye appeal, use of the Driscoll's brand within the display, use of berry related tie ins, use of social media, and berry promotions in the store.)	<b>1ST - \$400</b>  <b>2ND - \$300</b>  <b>3RD - \$200</b>	<b>1ST - \$400</b>  <b>2ND - \$300</b>  <b>3RD - \$200</b>	<b>1ST - \$400</b>  <b>2ND - \$300</b>  <b>3RD - \$200</b>

## BERRY MERCHANDISING TIPS



- When receiving berries, make sure they are put in the cooler immediately. Warm dock areas and backrooms are not a berries best friend!
- Rotate berries at each pack out for maximum freshness
- Cull, remove and replace any bad berries within your packs. Be mindful of pack weights when replacing berries in packs. Be sure to offer all varieties of berries for the best sales potential.
- Carrying multiple size packs is also great for sales. Bigger options, such as a 2lb strawberry, 11oz blueberry or 12oz blackberry mean more choices for your customers. Bigger packs mean bigger rings at the registers!
- BIG, BEAUTIFUL displays of berries mean big movement for your department. Keep displays neat, clean and tidy for your customers to enjoy!
- Cross Merchandise! Tie in some of these into your displays to add dessert ideas for your customers and build up your basket size! Yogurt, Whip Cream, Granola, Pound cakes, Dessert shells, Chocolate dips, Crepe wraps, Cereals

Ask your Four Seasons Sales Rep or Merchandiser for display tips and ideas.

## FOUR SEASONS DRISCOLL'S BERRY CODES

### CONVENTIONAL:

- 10155 - CV Blackberries 12/6 oz
- 10157 - CV Blackberries 12/12 oz
- 222142 - CV Blueberries Limited Edition 8/11 oz
- 10213 - CV Strawberries 4/2 lb
- 10220 - CV Strawberries 8/1 lb
- 224566 - CV Strawberries "Berry Big" 8/18 oz
- 10185 - CV Raspberries 12/6 oz
- 10101 - CV Blueberries 12/1 pt

### ORGANIC:

- 43652 - OG Blackberries 12/6 oz
- 44323 - OG Blueberries 12/6 oz
- 44451 - OG Blueberries 12/1 pt
- 43673 - OG Raspberries 12/6 oz
- 43684 - OG Strawberries 8/1 lb





# SEASON'S BEST BERRIES

Now's the time to share the flavor & share the fun!

## STRAWBERRIES

*satisfying & summer-y*

**USE:** Perfect for snacking, salads, smoothies. Share the joy - everyone loves peak season berries!

**TIP:** Select Strawberries with bright red color and fresh green caps

**NUTRITION:** 1 cup of Strawberries is just 50 calories; high in vitamin C

## BLUEBERRIES

*juicy & sweet*

**USE:** Perfect for snacking, topping salads, yogurt or cereal, added to smoothies, in baked desserts

**TIP:** For best shelf-life, wait to rinse Blueberries with water until just before use.

**NUTRITION:** Low in fat, packed with vitamin C, good source of fiber & manganese

## RASPBERRIES

*playful & refreshing*

**USE:** Raspberries add delight to parfaits, salads, pies and crumbles

**TIP:** Keep delicate Raspberries cold, rinsing them just before use

**NUTRITION:** High in vitamin C and dietary fiber

## BLACKBERRIES

*sweet & juicy*

**USE:** Perfect as a fresh snack, in Blackberry Cobblers, or in smoothies

**TIP:** During April through June some of the best-tasting Blackberry varieties are in peak season

**NUTRITION:** Rich in anthocyanin - a compound with antioxidant properties



**Driscoll's**  
Only the Finest Berries™

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# MEMORIAL DAY MERCHANDISING TIPS

## MEMORIAL DAY IS MONDAY, MAY 31

### MERCHANDISING ACTIONS

- Timing! Your **fruit counters** should be reset with fresh crop stone fruit, soft fruit, grapes, and melons by Thursday, May 27. Cut back on Apples, Pears, and Citrus. Don't play catchup through the holiday weekend, especially on the seasonal product.
- Expand your **berry sections**. Full variety is available on organic and conventional berries during the spring peak!
- Your **vegetable counters** also need to have some adjustments made. Cut back the spacing on the hard cooking vegetables such as turnips, winter squashes, parsnips, etc. Key items to expand: *Corn, Lettuces, Tomatoes, Celery, Cabbage & Slaw Mix, Green & Colored Peppers, Cucumbers, Radishes, Scallions, Portabella Mushroom Caps & Slices, Sweet Onions, and New Potatoes.*
- Drive sales and margin through **melon displays**. Fine sharp price points for whole melons and also build large refrigerated or ice displays of cuts and halves, sold at higher per pound prices. This extra margin on cuts will provide nice profit mix and options for shoppers.



### POPULAR DISPLAY THEMES



#### VEGGIE GRILLING:

Try a display that includes: *Vidalia Onions, Colored Peppers, Asparagus, Portabella Mushroom Caps & Slices, Eggplant, Count Russet Potatoes, and Green & Yellow Squash.* You might even want to try a combination of these items at a common price per pound. Tie in "Garlic Expressions" and other marinades, and minced garlic.

#### CORN CRAZY:

Build a large, secondary display of *Sweet Corn*, using a bin dummied up to control your display quantities. Position a clean trashcan at the display for your customers to shuck their corn. To make very good margin, trim, strip, and tray-pack 5 ears of Sweet Corn and get premium retail for the added value and convenience.

#### TOMATO PATCH:

Create mass displays using *Grape, Vine Ripe, Beefsteak, Cocktail, Brown, Heirlooms, Mixed Cherry, and Cluster Tomatoes.* Be sure to add basil to these displays.

## DELIVERIES & PLANNING

- Order your **hard goods** and **semi-perishables** to hit your store early - by Tuesday, May 25 or Wednesday, May 26. Get 'em in and load up the department. These are items that you don't want to be fooling with come the weekend: *Salad Dressings, Dips, Salsa, Juices, Croutons, Fruit Dips, Nuts, etc.* Have your evening associates pack out these sections at night. Avoid that congestion in your aisle during business hours.

- Bring in your **hard vegetables** and **fruit** by Thursday, May 27. These lines and items include: *Potatoes, Onions, Carrots, Mini Carrots, Apples, Pears, Oranges, Lemons & Limes, Honeydew, Cantaloupe, Pineapples, and bin Watermelons.*



- There is no need to be overly cautious with bin **Watermelons**. This is only the beginning of the summer picnic season. Your risk is low even if you have a few extra melons after the holiday. Store Watermelons at room temperature.

- Bring in your **Sweet Corn** by the pallet and try to have it in by Thursday, May 27, and Friday, May 28, and keep it watered or iced down. 42 cases per pallet.



## Memorial Day Schedule

### Saturday 5/29:

Normal office and delivery schedule.

### Sunday 5/30:

Normal office and delivery schedule.

### Monday 5/31:

Normal delivery schedule, office open 8:30am -12:30pm, taking orders for Tuesday 6/1 delivery.

Please contact your sales representative with any questions.

*Have a happy and safe Memorial Day!*



PHONE: 1.800.422.8384

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