

STEMILT WORLD FAMOUS FRUIT ORGANIC APPLE EXTRAVAGANZA & DISPLAY CONTEST



OCTOBER 4 - 31, 2021

An apple a day.... Will drive sales all the way... It's that time again! Four Seasons Produce has teamed up with Stemilt Growers to bring you a display contest sure to drive volume, create excitement and bring a good old fashioned Fall atmosphere into your produce departments! Organic apples and pears are in full swing, with outstanding quality, aggressive pricing and tons of sales opportunities. This month-long promotion will have your customers filling their carts with fresh organic apples and pears, and it offers you the chance to show off your creativity and win some cool prizes!

CONTEST CRITERIA:

- Build an organic apple and pear display using fruit purchased only from Four Seasons Produce.
- Displays must contain at least four (4) varieties of apples and two (2) varieties of pear. This can be a combination of both loose and bagged fruit.
**There will be a Sweetango category that will not apply to the above.
- There will be a bagged category for this contest as well, and you will need three (3) varieties on display to be qualified as an entry.
- Display must contain Stemilt POS signage, boxes or bins highlighting the Stemilt label. Point of Sale kits will be available through your Four Seasons Sales Rep or Merchandiser.
- Displays must remain up for at least one week

- All display entries should be emailed by Friday, November 5, 2021 to Steph Mayer (stephf@fsproduce.com).

**Use of social media is not a requirement, but is great for capturing attention and bringing customers into your stores. It is also a category that you can win a cash prize for as seen below.*



CODE: 221944

CONTEST PRIZES:

GRAND PRIZE:

Trip for two for an all-expense paid growing trip out to Washington State. Winners will get to see the cherry, apple, and pear growing areas and orchards, as well as witness cherry harvesting and packing at Stemilt's World Famous Fruit headquarters. An **AWESOME** experience awaits!!!!



“APPLE ABUNDANCE” (LARGEST DISPLAY)

1ST PLACE: \$350 GIFT CARD **2ND PLACE:** \$250 GIFT CARD **3RD PLACE:** \$150 GIFT CARD

“APPLE DANCING” (BEST SWEETANGO DISPLAY)

1ST PLACE: \$350 GIFT CARD **2ND PLACE:** \$250 GIFT CARD **3RD PLACE:** \$150 GIFT CARD

“APPLE ARTISTS” (MOST CREATIVE DISPLAY)

1ST PLACE: \$350 GIFT CARD **2ND PLACE:** \$250 GIFT CARD **3RD PLACE:** \$150 GIFT CARD

BEST BAGGED DISPLAY \$350 GIFT CARD

BEST SOCIAL MEDIA POST
Must tag @stemiltfruit and @fsproduce
\$100 GIFT CARD

Every qualifying entry will receive a cool Stemilt hat!

For pricing and merchandising display ideas, please contact your Four Seasons Sales Rep or Merchandiser.



PHONE: 1.800.422.8384 | www.fsproduce.com



STEMILT PROMOTION PRODUCT CODES



ORGANIC GALA APPLES

42994	OG Apples Gala WXFP OG	40 lb 80/88 ct
42975	Apples Gala 2.5" WXF	12/3 lb Bag
44663	OG Apples Gala Lil' Snapper	12/2 lb Pouch Bag



ORGANIC FUJI APPLES

43045	OG Apples Fuji WXFP OG	40 lb 80/88 ct
42995	Apples Fuji WXF	12/3 lb Bag
44664	OG Apples Fuji Lil' Snapper	12/2 lb Pouch Bag



ORGANIC GRANNY SMITH APPLES

43109	OG Apples Gr. Smith WXFP OG	40 lb 80/88 ct
43102	Apples Gr. Smith Import	12/3 lb Bag
44662	OG Apples Gr. Smith Lil' Snapper	12/2 lb Pouch Bag



ORGANIC SWEETANGO APPLES

221503	OG Apples Sweetango WXFP	40 lb 80/88 ct
221788	OG Apples Sweetango 2.5"	12/2 lb



ORGANIC HONEYCRISP APPLES

43098	OG Apples Honeycrisp WXF	40 lb 80/88 ct
43126	OG Apples Honeycrisp WXF	12/3 lb Bag

ORGANIC BARTLETT, BOSCO, & RED PEARS

43604	OG Pears Bartlett US #1	40 lb 80/90 ct
49232	OG Pears Bartlett Lil' Snapper	12/2 lb Pouch Bag
43224	OG Pears Bosc US #1	40 lb 80/90 ct
49241	OG Pears Bosc Lil' Snapper	12/2 lb Pouch Bag
221784	OG Pears Red	20 lb 45/50 ct
49233	OG Pears Red Lil' Snapper	12/2 lb Pouch Bag

