

# Rave<sup>®</sup> Apples



Ignite Apple Sales With The Outrageous Rave<sup>®</sup>



Well, it's official! The Washington State new crop apple season is now upon us, and want to hear what everyone is RAVE-ing about?

The Stemilt RAVE apple is coming soon to Four Seasons Produce!

What a great way to kick off this year's Western apple crop. The RAVE apple is a SUPER juicy, very sweet apple that's a cross between a Honeycrisp and MonArk apple, and it has that tremendous crunch that the Honeycrisp is known for. Get your customers to try something new, as it is sure to be a great eating experience to have them coming back for more. This is a short season apple that will be gone by the end of September, so be sure to take advantage of it while you can!

This is also an AWESOME apple to display and create sales impact, with great color fruit and high graphic boxes and bins available. Would definitely make a statement in your departments!

Our first arrival of fruit is expected to be around August 21, 2022. Talk with your Four Seasons sales rep or merchandiser for more info on availability.

Product Codes:

221612 CV Rave 72/88ct WXP

232339 CV Rave Apple 12/4 ct

Bin Codes:

228658 CV Rave display boxes

232300 CV Rave pop up display bins

Cool Rave Recipe!

[Raw Apple Crumble with Rave<sup>®</sup> Apples](#)



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# SEPTEMBER IS NATIONAL MUSHROOM MONTH



September is Mushroom Month, and Four Seasons Produce is celebrating this super month of “Fun”-gi with some great promotional opportunities on mushrooms!

Mushrooms are one of the fastest growing categories in the produce department and September is the perfect month to promote. Now is a great time to start thinking about expanding your mushroom sets and sections by

adding new varieties or make a statement with a dynamic standalone display sure to wow your customers.

Mushrooms are one of the most versatile commodities in the produce department. So many uses, from being used as meat substitutes to side dishes to main course, the mushroom category covers it all. There truly is a mushroom for every occasion!

## LEARN A BIT ABOUT OUR MUSHROOM PARTNERS:



**Mother Earth Mushrooms**



**Mushroom King Mushroom Farm**

## MUSHROOM FACTS:

- Mushrooms are 90% water and double in size every 24 hours.
- Mushrooms do not need sunlight to grow.
- It takes three weeks to produce the first mushrooms for picking.
- One portabella mushroom has more potassium than one medium banana!
- On average, one square foot of space in a mushroom bed can produce over six pounds of mushrooms.



So let's get a start on mastering the mycelia and growing your mushroom category! Talk with your Four Seasons Sales Rep or Merchandiser and plan a date to expand on your current offerings to sell more mushrooms!



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# HOMEGROWN ORGANIC FARMS GRAPE DISPLAY CONTEST

## SEPTEMBER 19 - OCTOBER 8, 2022

Extra, extra read, all about!!! Want to hear some really “grape” news? It’s time for yet another super fun, volume driving display contest brought to you by Four Seasons Produce and Homegrown Organic Farms!! This exciting contest is all about one of the highest tonnage items in the produce department today, and that’s grapes! Fruit quality, color and flavor have been outstanding this year and we are headed full steam into later season California fruit, which are some of the best tasting grapes of the season! These are great formulas for happy customers and added sales and profits for your departments!

### CONTEST CRITERIA:

- Build a “grape” looking display in your department using Organic Homegrown label grapes. ALL fruit MUST be purchased from Four Seasons Produce.
- Displays must contain both red and green grapes from Homegrown Organic Farms. Black grapes are NOT required for this contest but do add a full variety of flavors to your grape sets, as long as its Homegrown Organics fruit. Please check with your Four Seasons sales rep or merchandiser for availability of black grapes from Homegrown Farms.

#### Grape Codes:

- 43878 - OG Homegrown Red Grapes
- 43885 - OG Homegrown Green Grapes
- 232602 - Preformed Empty Display Box



- Must purchase a total of 6 cases of each color (red and green) during the contest period.
- Displays must show the Homegrown Organic Farms labeling and brand.
- All displays must remain up for one week.
- Send all display photos to [contests@fsproduce.com](mailto:contests@fsproduce.com) by Friday, October 14, 2022.



### LARGEST DISPLAY

- 1<sup>ST</sup> - \$400 gift card
- 2<sup>ND</sup> - \$300 gift card
- 3<sup>RD</sup> - \$200 gift card

### MOST CREATIVE

- 1<sup>ST</sup> - \$400 gift card
- 2<sup>ND</sup> - \$300 gift card
- 3<sup>RD</sup> - \$200 gift card

### BEST SMALL STORE

3 registers or less

- 1<sup>ST</sup> - \$400 gift card
- 2<sup>ND</sup> - \$300 gift card
- 3<sup>RD</sup> - \$200 gift card



Every qualified entry will receive a Four Seasons Produce/Homegrown Organic Farms Wine Tumbler and Bottle opener combo set! So everyone is a winner with this SUPER sweet entry prize!



Time to get your grape on and build some fantastic displays of Homegrown Organic Farms Grapes!  
Talk with your Four Seasons Sales Rep or Merchandiser for display tips and ideas!



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