

# KORU APPLE DISPLAY CONTEST



## JANUARY 30<sup>TH</sup> - FEBRUARY 26<sup>TH</sup>, 2023

Ready to introduce your customers to a very unique apple sure to have them coming back for more? How about building sales in the apple category? Then let's talk about the KORU apple! Four Seasons Produce has partnered with Chelan Fresh to bring you a display contest that is sure to deliver both! Beautiful conventionally grown KORU apples are in season and ready to grace the counters and displays in your produce departments. These KORU boxes and bins are razor sharp and very eye-catching—perfect for customer visuals and drawing attention! So plan something amazing, join in on the KORU fun and create your own KORU Kapers in February.

### ..... CONTEST CRITERIA .....

- Build an AWESOME display of KORU apples in your produce department.
- Must buy a minimum of six (6) cases of KORU apples during the contest period. All fruit MUST be purchased from Four Seasons Produce.
- Must use the graphic KORU display bins, boxes, or KORU point of sale signs on your displays.
- All displays must remain up for a minimum of one week.
- Send all display contest photos to [contests@fsproduce.com](mailto:contests@fsproduce.com) by Friday March 3rd, 2023.



CODE: 229840  
CV Apples KORU  
WXF 27lb 50/60ct Euro



CODE: 234280  
Empty KORU Display Bin 1 ct

CODE: 230095  
Empty KORU Display Box 1 ct



For apple display tips and ideas, contact your Four Seasons Sales Rep of Merchandiser.



## GRAND PRIZE WINNER

- All expense paid trip to Washington State to meet the growers, tour orchards and visit packing facilities.
- Date is not yet determined but we are targeting late Summer/early Fall.
- Grand Prize winning display will be judged on creativity, use of KORU bins, boxes and POS and overall eye appeal.

**CONTEST PRIZES:**    **1<sup>ST</sup> PLACE \$350**    **2<sup>ND</sup> PLACE \$250**    **3<sup>RD</sup> PLACE \$150**    **4<sup>TH</sup> PLACE \$100**    **5<sup>TH</sup> PLACE \$50**



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