

# Sunkist



## Sunkist Growers Citrus Display Contest Extravaganza March 6th - April 2nd, 2023

In the month of March you can always count on three things. There is an awesome college basketball tournament which generates tons of national excitement. There is a super cool holiday mid-month that we celebrate by eating a lot of cabbage and by wearing a lot of green clothes. And the last thing you can count on is Sunkist partnering up with Four Seasons Produce to bring you the annual Citrus Extravaganza Display Contest. That's right, it's back for yet another juicy year! What better way to lead us out of the winter and into the Spring months by promoting some of the healthiest, flavorful fruit on the planet—fresh CITRUS! The citrus season this year has been incredible with outstanding quality fruit and promotable pricing and this month will be no different! So let's take a look on how you can get in on the citrus fun, grow category sales and create an atmosphere of selling excitement!

### CONTEST RULES:

- Build a SUPER creative and colorful display using beautiful Sunkist citrus. All fruit MUST be purchased from Four Seasons Produce.
- All displays must have a minimum of five (5) SKU's in your display. These can be a combination of both conventional or organic selections
- MUST use Sunkist point of sale signage, boxes or pop up ready displays bins in your displays in order to qualify. Sunkist signage will be available through your Four Seasons Sales Rep or Merchandiser.
- All Sunkist displays must remain up for one week.
- Please send all display entries to [contests@fsproduce.com](mailto:contests@fsproduce.com) by Friday April 7th 2023.



### PRIZES:



**1ST PLACE**  
**MOUNTAIN BIKE**



**2ND PLACE**  
**GOLF CLUBS**



**3RD PLACE**  
**CAMPING PACKAGE**



**4TH PLACE**  
**HIKING PACKAGE**



**5TH PLACE**  
**ADIRONDACK CHAIRS**

### MERCHANDISING TIPS:

- Citrus is SUPER colorful, so placing displays in a high traffic area will surely catch the attention of your customers. These high graphic display bins make it simple to put citrus anywhere!
- Maximize the citrus category by offering a nice variety of fruit. Where applicable, be sure to offer both organically and conventionally grown fruit to capture both customers.
- Cut halves and overwrap to show off the flesh of the fruit. Be sure to sticker on the back with "sample only" so consumers know that it is not for sale.
- Sampling is a super simple way to get fruit into a cart, so if you are in an area where sampling is allowed, it is a great use of time to gain sales.

For more citrus display tips and ideas, please contact your Four Seasons Sales Rep or Merchandiser.



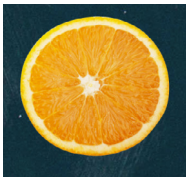
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# AVAILABLE AT FOUR SEASONS

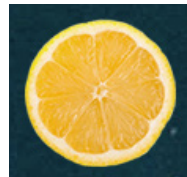
Sunkist is a not-for-profit marketing cooperative entirely owned by and operated for the California and Arizona citrus growers who make up its membership. For more information visit: [www.sunkist.com](http://www.sunkist.com)

Due to availability, there might be times where we will need to sub in non Sunkist fruit. This will NOT disqualify your entry from the display contest



## NAVEL ORANGES

13563 - CV Oranges Navel CA 56 ct Sunkist  
 13615 - CV Oranges Navel 10/4 lb Sunkist  
 13565 CV Oranges Navel CA 72 ct Sunkist  
 13567 CV Oranges Navel CA 88 ct Sunkist  
 44100 - OG Oranges Navel CA FCY 88 ct Sunkist  
 44099 - OG Oranges Navel CA 10/4 lb Bag Sunkist



## LEMONS

13005 - CV Lemons Fancy 95 ct Sunkist  
 13040 - CV Lemons Choice 18/2 lb SK Pouch Bag  
 13085 - CV Lemons Choice 115 ct SK



## GRAPEFRUIT

12811 - CV Grapefruit Rio Star TX 40 ct Sunkist



## MINNEOLA TANGELOS

14345 - CV Tangelos Minneola Choice 12/3 l Sunkist  
 14349 - CV Tangelos Minneola CA FCY 64 ct



## BLOOD ORANGES

14004 - CV Oranges Blood 88/113 sz 44 ct Sunkist  
 13912 - CV Oranges Blood 18/2 lb Sunkist  
 44125 - OG Oranges Blood Moro 72/113ct Sunkist



## MANDARINS

14641 CV Mandarins Gold Nugget 10/3 lb Bag  
 44302 - OG Mandarins USA 60-90 ct 25 lb Sunkist  
 234590 - OG Mandarins USA 12/2 lb Bagged Sunkist



## CARA CARA ORANGES

13818 - CV Oranges Cara Cara 56 ct Sunkist  
 13747 - CV Oranges Cara Cara Choice 12/3 lb SK Bag  
 205619 - CV Oranges Cara Cara 48 ct Sunkist  
 42730 - OG Oranges Cara Cara 88/113 ct Sunkist

## AVAILABLE SUNKIST BINS

32247 - POS Display Blood Orange 1 ea Sunkist  
 32246 - POS Display Bin Cara Cara 1 ea Sunkist  
 23376 - POS Display Bin 1 ea "Delites"  
 32244 - POS Display Meyer 1/4 Bin 1 ea Sunkist  
 32245 - POS Display Bin Navel Bin 1 ea Sunkist  
 32250 - POS Display Bin Blood Orange 1 ea Sunkist  
 218196 - POS Display Bin OG Multi 1 ea Sunkist  
 223679 - POS Display Bin OG Multi 1/4 Bin 1 ea Sunkist  
 223671 - POS Display Bin Lemon 1/4 Bin 1 ea Sunkist  
 223541 - POS Display Bin CV Multi 1/4 Bin 1 ea Sunkist  
 218922 - POS Display Bin Navel 1/4 Bin 1 ea Sunkist



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**HIPPIE ORGANICS**

**Four Seasons Produce Inc.**

# ASPARAGUS AND BRUSSELS SPROUTS DISPLAY CONTEST

**MARCH 13<sup>TH</sup> - APRIL 9<sup>TH</sup>, 2023**

Ready to "spear" head your asparagus sales and watch your Brussels movement "sprout"! Four Seasons Produce has teamed up with Alpine Fresh (Hippie Organics) to bring you a display contest and promotion that is sure to drive volume and put the green into your registers. BEAUTIFUL Hippie label asparagus is in season with OUTSTANDING quality and sales potential, and when coupled with now a customer favorite in Brussels Sprouts, you have a display surely built for success! Beautiful organic product plus razor sharp packaging is great math for great sales. Lets get creative and build some awesome displays of Hippie label Organic Asparagus and Brussels Sprouts!

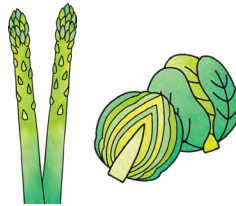
## CONTEST RULES

- Build an amazing display of Hippie Organics Asparagus and Brussels Sprouts in your department. All product MUST be purchased from Four Seasons Produce.
- Must purchase at least 15 cases of product over the contest period to qualify. This can be a combination of Asparagus and Brussels Sprouts.
- All stores must cross merchandise at least two (2) items within your display to add color and some flair. Some great tie ins and codes are listed below.
- All displays must include Hippie Organics signage or utilize the Asparagus or Brussels Sprout boxes to show off the Hippie brand. Point of sale can be gotten through your Four Seasons Sales Rep or Merchandiser
- All displays must remain up for at least one week.
- Send all contest entries to [contests@fsproduce.com](mailto:contests@fsproduce.com) by Friday April 14th 2023.



### PRODUCT CODES:

- 40325 - OG Hippie Asparagus 11lb**
- 40511 - OG Hippie Brussels Sprouts 10 lb**
- 231119 - OG Hippie Brussels Sprouts 16/11lb**



### BUILD YOUR BASKET!

Asparagus and Brussels Sprouts are great bases for building a shoppers basket, both in and out of the produce department! Tying in the following will add color to your display and create meal suggestions and ideas for your customers!

- 41971 - OG Potatoes Honey Gold One-Bite 12/24oz
- 41970 - OG Potatoes Ruby Sensations One-Bite 12/24oz
- 41972 - OG Potatoes Sun Medley One-Bite 12/24oz
- 44019 - OG Lemons FCY 115 ct
- 44020 - OG Lemons FCY 18/2 lb Bag
- 40802 - OG Peppers Red Import 11 lb
- 40267 - OG Peppers Red MEX 11 lb
- 40803 - OG Peppers Yellow Import 11 lb
- 40778 - OG Peppers Yellow MEX 11 lb
- 43381 - OG Peppers Orange Import 11 lb
- 40791 - OG Peppers Orange MEX 11 lb
- 231688 - OG Peppers Mini Mix Sweet 18/10oz
- 220958 - OG Garlic Colossal 30 lb



Every qualifying entry will receive a cool Hippie Organics t-shirt!



### CONTEST PRIZES

Top five (5) displays will receive a \$150 gift card. Display will be judged on creativity, overall eye appeal and use of Hippie signage

Also, don't forget to tie in olive oil, bread crumbs, pasta and sauce from grocery to round out an awesome looking display!



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