

☆ October 30 - November 26, 2023



NatureSweet Constellation Promotion

Ursa Major? Orion? Signs of the Zodiac? While these are all cool constellations one might see in the sky at night, how about the one super cool Constellation that you will see in the produce department - **NatureSweet Fall Medley Constellations**, of course!

Do you want to add variety and value to your snacking tomato category? If the answer is yes, then we have the answer to help you do just that! Four Seasons Produce has teamed up with NatureSweet Tomatoes to bring you a promotional opportunity for the month of November that's sure to add sales for your department and value for your customer.



The snacking tomato category continues to be one of the fastest growing categories in the produce department today and this promotional opportunity is a great time to drive added cases and increase total basket size at the same time. These **NatureSweet o Fall Medley Constellations** have out of this world flavor and with one bite we are sure your customers will be seeing "stars".

Tomato Merchandising Tips

- Build displays in high traffic areas for the best visibility using the high graphic bins pictured.
- Build large displays using multiple bins and empty boxes to create mass. Big Displays = Big Sales.
- Cull and rotate to keep product as fresh as possible.
- The NatureSweet constellations have a myriad of cross merchandising possibilities that will help your customers build their baskets. Some great tie ins include:
 - Basil
 - Garlic
 - Olive Oil
 - Avocado
 - Pasta
 - Croutons
 - Salad Dressings
 - Fresh Mozzarella
 - Baguettes
 - Balsamic Vinaigrette

Product Codes:

225158: POS Display Case Tomatoes 1 ea NatureSweet

234773: CV Tomatoes Constellation 9/24 oz NatureSweet Seasonal



See Pictures Below As Examples of the Impact That These Displays Can Have For Your Customers



So, now its time for some snacking tomato fun! Build a super cool display that's sure to boost sales and grab some growth in the category! Talk with your Four Seasons Sales Rep or Merchandiser for additional tips and display ideas.



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