



rockit



SUGARBEE® & ROCKIT® APPLE DISPLAY CONTEST

DECEMBER 4, 2023 - JANUARY 7, 2024

Want to put some serious “sting” in your apple sales and watch category growth “Rockit”? SugarBee Apple season is here, and we are celebrating this customer favorite with a display contest filled with great prizes, great sales potential, and surely, a lot of great fun! Four Seasons Produce has partnered with Chelan Fresh to bring you this amazing contest sure to create a “buzz” in your store and a “blastoff” in your sales and profits. This year, we are once again including a super cool, super crisp Rockit Apple into the mix and you, nor your customers will be disappointed with this small apple with monster crunch! This is a great opportunity to showcase the SugarBee and introduce the Rockit to your customers; once they have a bite, they are sure to return to your “hive” for more!

DISPLAY CONTEST CRITERIA:

- Build a BUZZworthy, awesome display of SugarBee and Rockit apples in your produce department. All fruit **MUST** be purchased from Four Seasons Produce
- You must purchase a minimum of 10 cases of SugarBee Apples and 3 cases of Rockit Apples over the course of the contest period in order to qualify. This can be a combination of CV and OG fruit.
- Utilize the high graphic display boxes and bins in your displays highlighting the SugarBee and Rockit branding.
- All displays must remain up for a minimum of one week.
- Send all contest photos to contests@fsproduce.com by Thursday January 11th 2024.

THE QUEEN BEE - GRAND PRIZE:

2 stores will receive an all expense paid trip out to Washington State to witness the Fall apple/pear harvest in late September 2024. You will tour orchards, visit packing sheds and storage facilities, and learn and see more on how product gets from tree to box to your display counters. An AMAZING opportunity.



GRAND PRIZE DISPLAY WILL BE JUDGED AS FOLLOWS:

Your displays will be judged based on creativity, overall eye appeal, and a percentage increase YOY in sales through your registers. We will need scan data from the contest period in order to judge.

CONVENTIONAL:

Code 222529
CV SugarBee 72/88ct

Code 229274
CV Rockit 6/3lb Clamshell

Code 237758
CV SugarBee 12/2lb Pouch Bag

ORGANIC:

Code 222328
OG SugarBee 80/88ct

Code 226404
OG SugarBee 12/2lb Pouch Bag

Code 226761
OG Rockit 6/3lb



Code: 226771
Rockit Pop Up Bin



Code: 223135
SugarBee Pop Up Bin

Code: 222612
OG SugarBee Display Box Code

Code 237756
CV SugarBee Empty Box



Code: 237757
OG Rockit Display Box

Code: 233648
CV Rockit Display Box



Every entry will receive an awesome SugarBee hat just for entering

CONTEST PRIZES:

“THE BEE HIVE”

Largest Display:

1ST: \$300

2ND: 200

3RD: \$100

HONORABLE MENTION:
\$50

“THE POLLINATOR”

Best Organic Display:

1ST: \$300

2ND: 200

3RD: \$100

HONORABLE MENTION:
\$50

“THE HONEY COMB”

Most Creative Display:

1ST: \$300

2ND: 200

3RD: \$100

HONORABLE MENTION:
\$50



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WONDERFUL CITRUS AND POMEGRANATE DISPLAY CONTEST

DECEMBER 11, 2023 - JANUARY 7, 2024

It's the Most Wonderful Time of the Year—as in WONDERFUL Citrus and POM Pomegranates!

What a GREAT promotional year this has been, so in December, let's close it out strong with some consumer favorites! Halos Mandarins, POM Wonderful Pomegranates, and Wonderful Seedless Lemons are all in season and primed for promotion from Wonderful Citrus! The ever-popular Halos Mandarins are a kid favorite, are virtually on every customers' shopping list, and are HUGE volume drivers for the produce department! Throw in some seasonal Pomegranates for color and bags of Seedless Lemons for a zesty addition to any display!

The high-graphic bins and boxes will surely make for some fun and creative displays. With a BIG prize package up for grabs and the opportunity to produce BIG sales and profits, the stage is set for an awesome month ahead of selling Wonderful Citrus and POM Wonderful Pomegranates! Let's get creative, have fun, and as always, keep it fun and fresh!

CRITERIA:

- Build a WONDERFUL display of WONDERFUL fruit! ALL fruit MUST be purchased from Four Seasons Produce.
- Must include all three SKUs in your displays (Halos, Pomegranates, and Seedless Lemons) in order to qualify.
- Must purchase a minimum of 8 cases of Halos, 5 cases of Pomegranates, and 3 cases of Seedless Lemons over the contest period.
- Must use the WONDERFUL point of sale bins OR boxes in your displays.
- All contest displays must remain up for one week.
- Please send all display contest photos to contests@fsproduce.com by Thursday January 11th



DISPLAY CONTEST PRIZES:

TWO GRAND PRIZES!

Small store (4 registers or less)--\$600 Gift Card
Large Store (5 or more registers)--\$600 Gift Card

Grand prizes will be awarded on having all display contest criteria met, display creativity, and % of increase in sales over previous year, during the same time period. We will need in store sales data in order to award a Grand Prize.

MOST CREATIVE DISPLAY:

- 1st Place-Mountain Bike
- 2nd Place-Smart Watch
- 3rd Place-Titleist Golf Bag
- 4th Place-Air Fryer

LARGEST DISPLAY:

- 1st Place-Mountain Bike
- 2nd Place-Kitchen Aid Stand Mixer
- 3rd Place-Gaming Chair
- 4th Place-Keurig Coffee Maker

BEST SMALL STORE DISPLAY:

(4 registers or less)

- 1st Place-Mountain Bike
- 2nd Place-Breville Juicer
- 3rd Place-Bluetooth Headphones
- 4th Place-Cookware Set

So its time to get our Halos on and build some WONDERFUL displays! For more display tips and ideas, please talk to your Four Seasons Sales Rep or Merchandiser.

SEE PAGE 2 FOR PRODUCE & POS CODES



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IT'S THE MOST Wonderful TIME OF THE YEAR

HALOS PRODUCT CODES:



CODE: 14042



CODE: 13947



CODE: 222670

14042 - CV Mandarin CA 15/2 lb Halos
13947 - CV Mandarin CA 10/3 lb Halos
222670 - CV Mandarin CA 4/5 lb Halos Gift Box

SEEDLESS LEMONS PRODUCT CODES:

229676 CV Lemons Seedless 12/2 lb Bag Wonderful



POMEGRANATES PRODUCT CODES:



CODE:
17603
17680
17604
17689



CODE: 222144



CODE: 9413

17603 CV Pomegranates 22 ct POM Wonderful
17680 CV Pomegranates 30 ct POM Wonderful
222144 CV Pomegranates Arils 12/4 oz POM Wonderful
9413 CV Pomegranates Arils 8/8 oz POM Wonderful
17604 CV Pomegranates 22 sz 308 ct Bin POM
17689 CV Pomegranates 30 sz 420 ct Bin POM

POS CODES:

232889 - POS Display Bin Halos 1 ea/2 ct
232887 - POS Display Truck Halos 1 ea
232888 - POS Display Wrap Halos 1 ea
232891 - POS Display Bin Lemons Seedless 1 ea
232886 - POS Display Lemons Seedless 1 ea Wonderful Octagon



CODE: 232891



CODE: 232889



CODE: 232887



CODE: 232886



Wraps
around 3
Halos
bin bases

CODE: 232888



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