

# ORGANIC CUTIES AND CV VINTAGE SWEET NAVEL DISPLAY CONTEST

FEBRUARY 4TH-FEBRUARY 25TH 2024



## ATTENTION ALL CITRUS ENTHUSIASTS!

Four Seasons Produce has partnered with Sun Pacific Fruit to offer you an awesome chance to be creative, sell some awesome fruit, and win some really cool prizes. OG Cuties and CV Vintage Sweets Navels are two volume driving SKU's in the citrus category and perfect for promotion in February. While the fruit itself is absolutely amazing, the packaging is razor sharp and the high graphic bins and boxes make for a very attractive display in your produce department. A perfect opportunity to build an eye catching seasonal display with two incredible pieces of citrus!

## DISPLAY CONTEST CRITERIA:

- Build a BEAUTIFUL display of Organic Cuties or CV Vintage Sweet navels in your department. All fruit MUST be purchased from Four Seasons Produce.
- Must purchase at least 10 cases of fruit during the contest period.
- Displays need to highlight the Cuties or Vintage Sweets Navel branding in your display, using the high graphic display bins or boxes.
- All display must remain up for a minimum of one week.
- Send all display contest pictures to [contests@fsproduce.com](mailto:contests@fsproduce.com) by Thursday February 29th 2024.



## DISPLAY CONTEST CODES:



- 12169—CV 10/3lb Vintage Sweets Navel
- 234479—CV 36ct Vintage Sweets Navel
- 12165—POS Vintage Sweets Display Bins
- 234480—POS Vintage Sweets Display Box
- 44503—OG 15/2lb Cuties Mandarin
- 238249—POS Cuties Display Bin
- 238251—POS Cuties Display Box
- 238350—POS Cuties Mandarin Cutout



## DISPLAY CONTEST PRIZES:

(displays will be judged on creativity and overall eye appeal)

FIVE winners in each of the categories below will have the opportunity to choose their prizes!



### Prizes:

- Apple or Galaxy Smartwatch
- AirPods Pro 2nd Generation
- YETI Cooler
- Weber Charcoal Grill
- Gaming Chair and Headset
- New Golf bag and balls (choose from Titleist, Callaway, Nike or Cobra)

### Categories:

- Best Organic Cutie Display
- Best Vintage Sweets Navel Display

THREE winners in each category will receive a \$50 Visa Gift Card!

So let's gear up, get our construction hats on, and have some fun building some sweet displays and selling some amazing citrus together.

For more information or tips on building a wicked contest display, please contact your Four Seasons Sales Rep or Merchandiser.



PHONE: 1.800.422.8384

| [www.fsproduce.com](http://www.fsproduce.com)





# NORTHWEST PEAR DISPLAY CONTEST

February 5 - March 4 2024

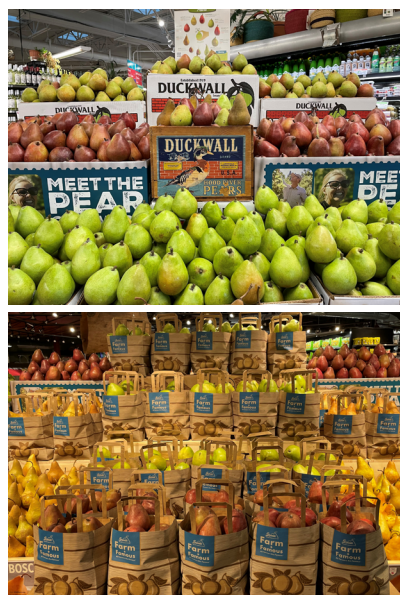


## Want to hear about a “pear”-fect way to build your pear category sales?

Four Seasons Produce has teamed up with the Northwest Pear Bureau to bring you a display contest sure to have you go for the gold in pear sales and profits. Pears, both conventional and organic, have shown outstanding quality all season and the month February will surely be no different. Now is the perfect time to take advantage of some awesome promotional pricing, show off your pear flair, and have the chance to win some super cool prizes. So, “pear” up with your Four Seasons Sales Rep or Merchandiser and get some great plans in place for pear display builds and promotions in your stores!

## CONTEST CRITERIA:

- Build a “PEAR”-fect display of beautiful pears from the Pacific Northwest. All fruit **MUST** be purchased from Four Seasons Produce.
- All displays must contain three (3) pear varieties of pears, either CV or OG (or both). Pear varieties for the duration of this contest will be Anjou, Red Anjou, and Bosc. We will also have Bartletts, Comice, Forelles, and Seckels while supplies last to help boost the category. All codes are provided on page 2.
- Must use Northwest Pear point of sale material in your displays. Point of sale signs will be provided by your Four Seasons Sales Rep or Merchandiser.
- All displays must remain up for a minimum of one week.
- Send all display pictures to [contests@fsproduce.com](mailto:contests@fsproduce.com) by Thursday March 7th 2024



## CONTEST PRIZES:

### BEST SMALL STORE DISPLAY (4 registers or less)

- 1st Place—55in Flat Screen TV
- 2nd Place—Chromebook
- 3rd Place—Ring Security Camera

### MOST CREATIVE DISPLAY

- 1st Place—iPad
- 2nd Place—Smartwatch
- 3rd Place—JBL Bluetooth Earbuds

### BEST SOCIAL MEDIA POST PROMOTING PEARS

\$100 Gift Card

### BEST PEAR DISPLAY THEME

\$100 Gift Card

### BEST ALL ORGANIC DISPLAY

YETI Cooler

### HIGHEST % OF INCREASE YOY IN PEAR CATEGORY SALES

\$100 Gift Card



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# PEAR CODES:

- 12180-CV Anjou, 9/3lb. Lil Snappers
- 6310-CV Anjou US#1 80/90ct
- 232951-CV Anjou US#1 36/48ct Euro
- 229437-CV Red Anjou 40/50ct 20lb.
- 43242-OG Anjou US#1 80/90ct
- 42167-OG Anjou US#1 12/2lb. pouch
- 43260-OG Red Anjou 40/50ct 20lb.
- 42168-OG Red Anjou 12/2lb. pouch



- 6600-CV Bosc US#1 80/90ct
- 232955-CV Bosc 36/48ct Euro
- 217451-CV Bosc 12/2lb. pouch
- 12184-CV Bosc 9/3lb. Lil Snappers
- 43224-OG Bosc US#1 80/90ct
- 49241-OG Bosc 12/2lb. pouch



- 6865-CV Forelle Pears 20lb (while supplies last)



- 6795-CV Comice Pears 20lb (while supplies last)
- 43291-OG Comice 20lb 35/45ct



- 6542-CV Bartlett Pears 44lb (while supplies last)



- 7040-CV Seckel Pears 20lb (while supplies last)



- Duckwall Display Boxes
- 233960-Full Display Box
- 236830-1/2 Display Box

- Stemilt Display POS
- 227347-Stemilt Display Bin
- 232833-Stemilt Empty OG Pear Boxes



# Pears

## RETAIL MARKETING AND MERCHANDISING TRAINING

The Pear Bureau's Marketing and Merchandising Training Program leads users through four courses focused on:

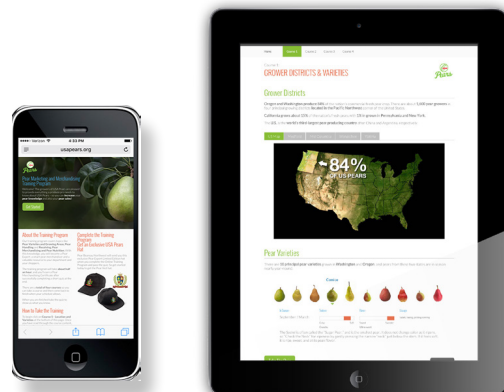
- #1: Location and Varieties
- #2: Handling and Receiving
- #3: Merchandising Best Practices
- #4: Consumer Talking Points

The courses can be completed quickly online or on a mobile device and revisited while in progress. This interactive program increases category knowledge, and in turn, pear sales.

Whether you're a produce pro or a newbie, the program will show you and your department the latest promotional strategies and tactics to help boost pear sales.

START YOUR TRAINING NOW:

[www.trade.usapears.org/training](http://www.trade.usapears.org/training)



Successfully complete the training to  
earn a certificate of completion and a  
**\$15 Prepaid Visa Card**



Contact your Regional Marketing Manager  
or call Pear Bureau Northwest at  
503.652.9720  
Trade.USAPears.org | USAPears.org

**INCREASE  
PEAR SALES**