



AIR CHIEF "GRAPE-TACULAR" GRAPE DISPLAY CONTEST

September 30 - October 20, 2024

Four Seasons Produce has partnered with Sun Pacific, marketers of the Air Chief premium table grapes, to bring you a display contest with some really "grape" potential for added sales. Grapes are a high tonnage, high velocity category, and we are now into the best eating grape varieties of the year. With amazing quality fruit, great promotional pricing, and an incredible prize package available, October is the perfect month to promote this consumer favorite fruit in your produce departments! All three colors (green, red and black) of grapes will be included, so there is sure to be a flavor for everyone!

DISPLAY CONTEST CRITERIA:

- Build an **AWESOME** display of Air Chief label premium grapes in your produce department. All fruit **MUST be purchased from Four Seasons Produce!**
- **At least TWO colors** of grapes **MUST** be included in your display. Grape codes are listed below:

Organic:	Conventional:
42682 - OG Black Grapes 19lb	10875 - CV Black Grapes XL 19lb
43875 - OG Green Grapes 19lb	10631 - CV Green Grapes XL 19lb
43878 - OG Red Grapes 19lb	10716 - CV Red Grapes XL 19lb
	221512 - POS Air Chief Grape Display Box Preformed

- Displays **must highlight the Air Chief label**, through POS signage or display boxes.
- Displays must remain up for at least **one week**.
- Send all display contest photos to contests@fsproduce.com by **Thursday, October 24**.



DISPLAY CONTEST PRIZES:

GRAND PRIZE

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



\$1,000

gift card

LARGEST DISPLAY

1ST - \$400 gift card
2ND - \$300 gift card
3RD - \$200 gift card



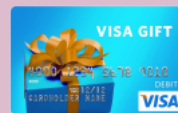
MOST CREATIVE DISPLAY

1ST - \$400 gift card
2ND - \$300 gift card
3RD - \$200 gift card



BEST SMALL STORE DISPLAY

1ST - \$400 gift card
2ND - \$300 gift card
3RD - \$200 gift card



BEST ALL ORGANIC DISPLAY

1ST - \$400 gift card
2ND - \$300 gift card
3RD - \$200 gift card



EVERY ENTRY WILL RECEIVE A SWEET SUN PACIFIC AIR CHIEF HAT

For more information on Sun Pacific Fruit and Air Chief grapes, go to Sunpacific.com

For more information on our contest or for grape display tips and ideas, please contact your Four Seasons Sales Rep or Merchandiser.



PHONE: 1.800.422.8384

| www.fsproduce.com



"PAINTING PICTURES" WET RACK DISPLAY CONTEST

SEPTEMBER 1 - DECEMBER 31, 2024



Calling all Produce Artists!

Time to show the wet rack a little bit of love with the first ever Four Seasons Produce Wet Rack Display Contest!

Here's your chance to show off your creative flair, paint an awesome produce picture for your customers to shop from, win some cool prizes, and have all of the wet rack bragging rights for 2024! The natural colors and textures that nature provides us with lettuces, leafy greens, roots, and fresh herbs set the stage for creating an awesome customer experience! So, let's dust off those paintbrushes, clean up the canvases, and create some fresh experiences with our "Painting Pictures" Contest.



DISPLAY CONTEST CRITERIA:

- This contest is available to current Four Seasons Produce customers.
- "Paint a picture" in your department by creating an amazing visual with your wet rack.
- Must follow all **crisping procedure guidelines** to keep product as fresh as possible for your customers (a simple step by step guide is included on page 2-5).
- Must include at least **3 NEW items** within the rack that you have never tried before (must include which 3 items are additions in your picture submission).
- Must highlight and put on ad at least **2 different items** within your rack at least **once a month** for the length of the contest.
- Submit all pictures to contests@fsproduce.com by **Friday, January 3, 2025**.

Keep it fun and keep it fresh!

DISPLAY CONTEST PRIZES: (gift cards)

1ST PLACE - \$200



2ND PLACE - \$150



3RD PLACE - \$100



EACH WINNER WILL RECEIVE A BRAND NEW FOUR SEASONS PRODUCE ENGRAVED PRODUCE KNIFE AND LEATHER SHEATH!

Time to get those creative juices flowing, and create a wet rack that Picasso would be proud of. Remember, like any famous artist's style of painting, your wet rack is an individual expression of fresh. Get creative, and have some fun!

For additional merchandising best practices and wet rack display tips, please contact your Four Seasons Sales Rep or Merchandiser.



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CRISPING FRESH PRODUCE

"Crisping" is the process of revitalizing your fresh greens through trimming, thus introducing water back into the product. Depending on where you are in the country, the product that you receive on your docks, was, in some cases, harvested and boxed up to a week earlier. Crisping fresh produce is a very important process that needs to be executed daily to maximize the shelf life of your product in the wet racks. The process of crisping allows product to "drink" or "rehydrate" and replenishes produce with the vital water it needs to stay fresh.

Crisping for the next day's wet rack set is usually done at the night prior, however, the process also needs to be done when pulling product from the counters from the day before when resetting your wet racks. It's a simple process and does wonders for freshness, department image, and shelf life.

Follow these easy steps to ensure that your lettuces and vegetables stay as crisp and fresh as possible.

TOOLS NEEDED TO CRISP PROPERLY:

- A clean, sharp trimming knife
- Plastic lugs/totes and or trays with lids (to keep air off of your product)
- Twist ties and bands
- Apron (optional)
- Gloves (optional)
- Cutting Board (optional)





CRISPING FRESH PRODUCE

CRISPING PROCEDURES

(While what you are crisping might change, the basic process for everything remains the same)

1. **Prepare your work area to safely perform the crisping process.**
2. Be sure that **sinks and storage totes are clean, and all knives are sharp.**
3. **Fill your sink with room temperature water.** Cold water does not allow for water to flow through product properly and hot water will burn leaves. This is a very important step in the crisping process.
4. **Gently remove product from the shipping cartons** and hold it firmly in one hand.
5. **Inspect and remove broken, damaged, wilted, and spoiled leaves and/or stalks. Trim problem areas** on product to clean up.
6. **Using your knife, trim a very thin slice off of the butt/end of the product.** Removing too little will not fully open up product properly, and taking too much off might take off more leaves than what is needed.
7. **Remember to always use knives safely and practice good knife control.** While some are more comfortable trimming in hands, another safe option would be to use a cutting board and perform the steps that way. Whichever way feels comfortable for you is the best way to execute the crisping process.





CRISPING FRESH PRODUCE

CRISPING PROCEDURES CONTINUED

8. **Submerge the trimmed product in water and allow to soak and drink up.** The general soak time varies, but it can be as little as 3-5 minutes all the way up to 10-12 minutes for product that has lost a good amount of water.

9. **Remove product from water and allow it to drain** for 3-5 minutes.

10. **If you are banding product or using twist ties, do this after it has drained as the product expands as it absorbs water.** If product is banded first, the firmer product might cause the ribs to break and results in premature "rusting" which will lead to reduced shelf life.

11. **Place the product into your storage bin or lug and move it to the cooler.** The actual crisping time varies on the condition of the product when you start the crisping process. The fresher your product is when you started will dictate the amount of crisping time needed.

REMINDER: Crisping is not only for new product coming out of the coolers, but also does apply to existing product on your counters. **After a day or two on the shelf, product will need to go through the crisping process again.**





CRISPING FRESH PRODUCE

CRISPING QUICK TIPS

- **Keep the products that have been crisped from direct air-flow.** Cold dry air will cause rapid evaporation and counteract the crisping process. Clear plastic lugs with holes drilled in the bottom to allow water to escape work quite nicely. Not only do these protect the product from air, but they are sturdy and stack well on storage racks, U-frames, or tables.
- **Store all of your crisping tools and supplies safely** near the sink for efficiency.
- **Clean up immediately after trimming.** Loose leaves on the floor are dangerously slippery. Always remember to work safely.
- **Clean your crisping tools and sinks immediately** upon the completion process so you are set and ready to go for the next round.

ITEMS THAT WILL NEED TO BE CRISPED BEFORE INCLUDE:

- Lettuces - Romaine, Red Leaf, Green Leaf, Boston, Endive, Escarole, Parsleys
- Greens - Turnips, Dandelions, Collards, Kales, Chards
- Cilantro
- Bunch Beets
- Bunch Carrots
- Celery
- Bok Choy
- Broccoli
- Bunch Spinach
- Leeks
- Scallions
- Cabbages
- Bunch Radish

