



# WONDERFUL CITRUS "HALOS" DISPLAY CONTEST

DEC 2 - DEC 22, 2024



It's the Most Wonderful Time of the Year, and Halos are taking center stage!

Four Seasons Produce and Wonderful Citrus are teaming up for a display contest to close out the 2024 contest year strong. HALOS are a kid-favorite, a shopping list staple, and a huge sales driver for produce departments. Utilize the high-graphic bins and boxes to create eye-catching displays that boost sales and profits. With a BIG prize pack-age on the line, let's get creative, have fun, and keep it fresh this holiday season!

## DISPLAY CONTEST CRITERIA:

- Build a display with Halos Mandarins. **ALL fruit MUST be purchased from Four Seasons Produce.**
- **Must purchase a minimum of 8 cases** of Halos during the contest period time.
- **Must use the HALO point of sale bins OR boxes** in your displays.
- All contest displays must remain up for a **minimum of one week.**
- Please send all display contest photos to [contests@fsproduce.com](mailto:contests@fsproduce.com) by December 30, 2024.



## DISPLAY CONTEST PRIZES:

**2  
GRAND  
PRIZES!**

### SMALL STORE

(3 registers or less)

### LARGE STORE

(4 or more registers)

### \$500 Gift Card

Grand prizes will be awarded on having all display contest criteria met, display creativity, and overall eye appeal.

### LARGEST DISPLAY

1<sup>ST</sup> PLACE: **\$350**  
2<sup>ND</sup> PLACE: **\$250**  
3<sup>RD</sup> PLACE: **\$150**

### BEST ALL ORGANIC DISPLAY

(ALL fruit must be Organic)

1<sup>ST</sup> PLACE: **\$350**  
2<sup>ND</sup> PLACE: **\$250**  
3<sup>RD</sup> PLACE: **\$150**

### BEST HOLIDAY THEMED DISPLAY

1<sup>ST</sup> PLACE: **\$350**  
2<sup>ND</sup> PLACE: **\$250**  
3<sup>RD</sup> PLACE: **\$150**

### BEST SMALL STORE DISPLAY

(3 registers or less)

1<sup>ST</sup> PLACE: **\$350**  
2<sup>ND</sup> PLACE: **\$250**  
3<sup>RD</sup> PLACE: **\$150**

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

See page 2 for Point of Sale codes.

Please check with your Four Seasons Produce Sales Rep of Merchandiser for full availability.



PHONE: 800.422.8384

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# IT'S THE MOST Wonderful TIME OF THE YEAR!

## PRODUCT CODES:



CODE: 14042



CODE: 13947



CODE: 222670



CODE: 222670

## POS CODES:

- 237907 - POS Display Box Halo 1 ea
- 232889 - POS Display Bin Halos 1 ea
- 232887 - POS Display Truck Halos 1 ea
- 232888 - POS Display Wrap Halos 1 ea

### LIMITED POS MATERIALS - WHILE SUPPLIES LAST!

- 229570 POS Display Bin 1 ct Halos Good Choice Kid
- 238638 POS Basketball Wrap Halos 1 ea
- 238639 POS Basketball Hoop Halos 1 ea



CODE: 232887



CODE: 232889



CODE: 232888





# NEW YORK APPLE DISPLAY CONTEST

DECEMBER 2 - DECEMBER 29, 2024



## READY TO TAKE A BITE OF THE BIG APPLE?

Four Seasons Produce has partnered with Hudson River Fruit Distributors to bring you a display contest full of awesome flavor, monster crunch, and BIG APPLE sales opportunities with the first ever New York Apple Display Contest. Some of the finest Apples in the nation are grown right here in New York, and the quality of this years crop has been nothing short of amazing. This is the PERFECT time of year to promote Apples. With great fruit, sharp pricing, and a large variety available from Hudson River Fruit Distributors, it's great math for a successful contest promotion. There are some great point of sale options available for display bins and boxes to help make your displays shine.

## DISPLAY CONTEST CRITERIA:

- Build a BEAUTIFUL display of New York grown Apples from Hudson River Fruit Distributors. **ALL fruit MUST be purchased** from Four Seasons Produce.
- Must include **at least five (5)** SKUs of NY grown apples from Hudson River Fruit Distributors. See codes on page 2.
- Displays **MUST highlight** NY Apples or Hudson River Fruit Distributors with display boxes, bins, or signage.
- All displays must remain up for a **minimum of one week**.
- Send all display contest photos to [contests@fsproduce.com](mailto:contests@fsproduce.com) by **Thursday, January 2, 2025**.



## DISPLAY CONTEST PRIZES:

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

**1ST PLACE** - Mountain Bike

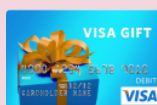
**2ND PLACE** - Smart Watch (Apple or Samsung)

**3RD PLACE** - Laptop

**4TH PLACE** - Breville Juicer

**5TH PLACE** - Apple Air Pods 2

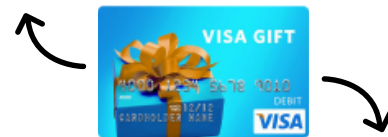
**2 HONORABLE MENTIONS** - \$50 Gift Card



**BEST SNAPDRAGON DISPLAY**  
(Displays must include bulk and pouch bags)

**1ST PLACE** - \$200 Gift Card

**2ND PLACE** - \$100 Gift Card



**BEST RUBY FROST DISPLAY:**  
(Displays must include bulk and pouch bags)

**1ST PLACE** - \$200 Gift Card

**2ND PLACE** - \$100 Gift Card



Everyone is a winner! Each qualified entry will receive a \$20 Starbucks Gift Card just for entering.

For more information on Hudson River Fruit Distributors, please visit: <https://www.hudsonriverfruit.com/>

For more contest information or for merchandising and display tips and ideas, please reach out to your Four Seasons Sales Rep or Merchandiser.

THANK YOU for your continued trust and support of Four Seasons Produce.



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# NEW YORK APPLE DISPLAY CONTEST

DECEMBER 2 - DECEMBER 29, 2024

EST. 1943  
**HUDSON RIVER  
FRUIT**  
DISTRIBUTORS

**SnapDragon**

**CRUNCH TIME**  
APPLE GROWERS

**Four Seasons**  
Produce Inc.

## DISPLAY CONTEST CODES:

### Bulk Fruit:

- 5582 CV Apples Cortland 72/88ct 40lb
- 5432 CV Apples Empire 72/88ct 40lb
- 204834 CV Apples EverCrisp 72/88ct 40lb
- 5491 CV Apples Fuji 72/88ct 40lb
- 5475 CV Apples Gala 72/88ct 40lb
- 5305 CV Apples Gold Delicious 72/88ct 40lb
- 5250 CV Apples Macoun 72/88ct 40lb
- 5205 CV Apples Red Delicious 72/88ct 40lb
- 5648 CV Apples Rome 72/88ct 40lb
- 5672 CV Apples Macintosh 80ct 40lb

### Lil' Chief Pouches:

- 232684 CV Apples Empire 18/2lb pouch
- 232678 CV Apples Fuji 18/2lb pouch
- 232676 CV Apples Gala 18/2lb pouch
- 232686 CV Apples Macintosh 18/2lb pouch
- 232682 CV Apples Red Delicious 18/2lb pouch
- 232680 CV Apples Pink Lady 18/2lb pouch

### Bagged Fruit:

- 5040 CV Apples Macintosh 12/3lb
- 5029 CV Apples Pink Lady 12/3lb
- 5000 CV Apples Red Delicious 12/3lb
- 5020 CV Apples Gold Delicious 12/3lb
- 5030 CV Apples Gala 12/3lb
- 5090 CV Apples Fuji 12/3lb
- 223817 CV Apples Fuji Market Basket 8/5lb
- 221993 CV Apples Gala Market Basket 8/5lb
- 221999 CV Apples Macintosh Market Basket 8/5lb

### SnapDragons:

- 5118 CV Apples SnapDragon Euro 27lb
- 5119 CV Apples SnapDragon 12/2lb pouch

### Ruby Frost:

- 5499 CV Apples Ruby Frost Euro 27lb
- 5124 CV Apples Ruby Frost 12/2lb pouch

### Point of Sale Materials:

- 32249 - SnapDragon Monster Crunch Bin
- 241380 - SnapDragon Header Card
- 232717 - NY Apple Bin Hudson River Fruit
- 237347 - NY Apple Bin BIG Flavor
- 233086 - SnapDragon Euro Display Box
- 223446 - Ruby Frost Display Bin
- 237368 - NY Apple Tote Bags 400ct



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# "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](mailto: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

