

NATIONAL AVOCADO DAY CELEBRATION

JULY 28 - AUGUST 3, 2025

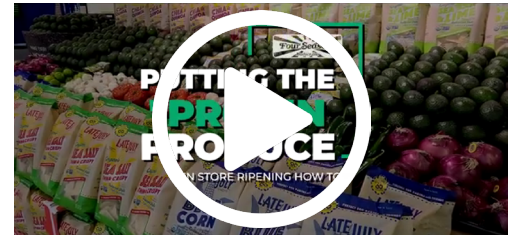
Get ready to celebrate National Avocado Day with Four Seasons Produce and Calavo Growers! We're not stopping at just one day — we're celebrating all week long! From July 28 through August 3, enjoy special promotional pricing on both Conventional and Organic Avocados.

Connect with your Four Seasons Sales Rep or Merchandiser for all the details. Plus, we're hosting a fun display contest with a chance to win free avocados! Let's get our Avo-plans rolling!

RIPE AND READY!

Most shoppers prefer Avocados that are ripe and ready to enjoy, so it's important to keep ripe fruit available at all times. Setting up an in-store ripening program is easy and helps ensure you always have ready-to-eat Avocados on display. For a simple step-by-step guide, click the link below.

Four Seasons Produce also offers pre-conditioned Avocados, taking the guesswork out of ripening and making it even easier for you!



<https://youtu.be/fqoWpYVtec0>

AVOCADO CODES:

Conventional:

17061 - CV Avocado 36ct
17060 - CV Avocado 48ct
17075 - CV Avocado 60ct

Organic:

43135 - OG Avocado 48ct
43136 - OG Avocado 60ct
224026 - OG Avocado 15/4ct Bag

PRECONDITIONED AVOCADO CODES:

Conventional:

209592 - CV Avocado 36ct PreCon
17045 - CV Avocado 48ct PreCon
17047 - CV Avocado 60ct PreCon

Organic:

43139 - OG Avocado 48ct PreCon

AVOCADO POS CODES:

245262 - Calavo Bag Rack
234352 - CV Calavo Display Box
239278 - OG Calavo Display Box



code: 245262



AVOCADO DISPLAY CHALLENGE:

Take a picture of your Avocado display and send it in to contests@fsproduce.com for a chance to free avocados!

TOP THREE AVOCADO DISPLAYS WILL WIN 3 FREE CASES OF AVOCADOS!



NATIONAL AVOCADO DAY CELEBRATION

JULY 28 - AUGUST 3, 2025

AVOCADO MERCHANDISING TIPS:

MERCHANDISING RIPE FRUIT:

Always be sure to rotate fruit so the riper fruit is always on top. This allows a customer to easily find what they are looking for instead of digging through your display.

Another way of merchandising ripe fruit is to keep it separate from the hard fruit with signage that the fruit is ripe and ready to eat. There are also RIPE NOW stickers available for the best identification that the fruit is ripe. Please contact your Four Seasons sales rep or merchandiser for details.

OTHER GREAT WAYS AND AREAS TO MERCHANDISE AVOCADOS ARE:

TOMATO SECTIONS:

Add a fresh pop of color to your tomato displays and offer shoppers everything they need for a delicious Tomato Salad! Pair tomatoes with Olive Oil, Balsamic, Garlic, Basil, and Fresh Mozzarella to create a mouthwatering destination display.

Be sure to check out our BUF Fresh Mozzarella — the perfect addition to round out your set. For more details, talk to your Four Seasons Produce Sales Rep or Merchandiser!

TROPICAL SECTIONS:

As a Tropical Fruit, Avocados are a natural fit for your tropicals section. With their high demand, placing Avocados here helps drive more traffic to the entire tropical set — giving your Exotic Fruits greater exposure simply through increased customer interest. Some consumers might have never seen a Dragon Fruit, Rambutan, or Passionfruit, but having Avocados placed in the Tropical section might get your customer eager to try new things and this offers the opportunity for impulse sales.

STAND-ALONE DISPLAYS:

Building large displays of Avocados is a surefire way to drive volume of Avocados. Plus, Avocados make a bold visual statement and can help draw shoppers into your department, creating an eye-catching destination that encourages sales across the entire tropical and exotic fruit category

BUILD THE BASKET:

Avocados are an excellent basket builder and one of the most versatile fruits in your department. They're a key ingredient in countless recipes — perfect for salads, burgers, morning toast, and of course, the star of any great guacamole.

Boost sales by placing a case stack or basket of Avocados near your salad areas or burger sections. Or create a one-stop "Guac Shop" featuring Avocados alongside everything needed for the perfect guacamole recipe!





ZESPRI KIWIFRUIT DISPLAY CONTEST

AUGUST 4 - AUGUST 31, 2025

Back for the 10th straight year, our annual Four Seasons Produce/Zespri Kiwifruit Display Contest always strikes “gold”, while putting “green” into the registers. Green and SunGold varieties, both conventional and organic, are now very promotable with outstanding eating quality. What a “golden” opportunity to boost the tropical category sales in your department with this fun display contest! It’s time to get the kiwi kapers started, get creative, and make kiwi the centerpieces of your next awesome display!

DISPLAY CONTEST CRITERIA:

- Build an amazing Kiwi display that any Kiwi Bird would be proud of! ALL fruit **MUST** be purchased from Four Seasons Produce. We will have both conventional and organic bulk and packaged Kiwi available. All codes for product and point of sale are listed on page 2.
- Both **Green AND SunGold Kiwi** must be in your display in order to qualify for entry.
- **Utilize the high-graphic Zespri bins, boxes, and point of sale signage in your displays.** Point of sale signs will be available through your Four Seasons Sales Rep or Merchandiser. These Zespri bins will look great anywhere in your department and store. We have some new razor sharp display bins available for this year’s contest. See page 2 for details.
- All displays must remain up for **a minimum of 1 week.**
- Email your display contest entry photos to contests@fsproduce.com by **September 4, 2025.**



FOR MORE DISPLAY TIPS AND IDEAS,
PLEASE CONTACT YOUR FOUR SEASONS SALES REP OR MERCHANDISER!

FOR MORE INFORMATION ON ZESPRI KIWIFRUIT, OR FOR COOL
DOWNLOADABLE RECIPES FOR YOUR CUSTOMERS, PLEASE VISIT: WWW.ZESPRI.COM



PHONE: 1.800.422.8384

| www.fsproduce.com





ZESPRI KIWIFRUIT DISPLAY CONTEST

AUGUST 4 - AUGUST 31, 2025

DISPLAY CONTEST PRIZES:

(displays will be judged on overall eye appeal, use of Zespri POS, and meeting all display contest criteria)

Most Creative Display:

1st Place--\$300
2nd Place--\$200
3rd Place--\$100

Best All Organic:

1st Place--\$300
2nd Place--\$200
3rd Place--\$100

Entry Prize

EVERY CONTEST ENTRY WILL
RECEIVE A SUPER COOL
ZESPRI SUNGOLD KIWI
T-SHIRT JUST FOR ENTERING!

Best Small Store Display:

(3 registers or less)

1st Place--\$300
2nd Place--\$200
3rd Place--\$100

Largest Display:

(4 registers or more)

1st Place--\$300
2nd Place--\$200
3rd Place--\$100



CV:

228266 CV Kiwi NZL 36 sz 102 ct Volume Filled
225074 CV Kiwi 12/1 lb Zespri Clamshell
224710 CV Kiwi SunGold NZL 13 lb 27 sz 44 ct
224712 CV Kiwi SunGold 8/1 lb Clamshell

OG:

228305 OG Kiwi 36-39 sz 102/115 ct Volume Filled
225078 OG Kiwi 12/1 lb Zespri Clamshell
208486 OG Kiwi SunGold 13 lb 22/25 sz 37/41 ct
224713 OG Kiwi SunGold 8/1 lb Clamshell

POS Material Codes:

225669 POS Display Bin 1 ea Zespri
231310 POS Display Bin SunGold OG 1 ea Zespri
228487 POS Display Bin SunGold 1 ea Zespri
228488 POS Display Box Formed GreenKi 1 ea Zespri
221149 POS Display Box Formed SunGold 1 ea Zespri
23386 POS Kiwi SunGold Display 1 ea
240106 POS Kiwi SunGold Promo Tower 1 ea
245263 POS Display Cutout Zespri Green Kiwi Bros 3'x4' ft.
245264 POS Display Cutout Zespri SunGold Kiwi Bros 3'x4' ft.
245265 POS Cutout Zespri Small Green Kiwi Bros 24x36"
245266 POS Cutout Zespri Small SunGold Kiwi Bros 24x36"
245273 POS Display Bin Small SunGold 1 ea Zespri Hexagon
245272 POS Display Bin Small Green 1 ea Zespri Hexagon

PRODUCT CODES:



PHONE: 1.800.422.8384

| www.fsproduce.com





CRESPO ORGANIC MANGOES DISPLAY CONTEST JUNE 16 - AUGUST 3, 2025

Four Seasons has partnered with Crespo Organic Mangoes for our annual Display Contest! Beautiful Organic Mangoes from Mexico are in full swing, with amazing quality coming off of the trees! June is also National Mango Month, so it is the perfect time to promote. Time to get your painters cap on, dream up your next mango masterpiece, and watch your mango sales soar!

CONTEST CRITERIA:

- Build a display of Crespo Organic Mangoes. All fruit **MUST** be purchased through Four Seasons Produce. Displays do not have to be large to be impactful.

DRIED MANGO CODES:

- 239401 OG Dried Mangoes 20/4oz
- 239403 OG Dried Mangoes 15/1lb
- 239402 OG Dried Mangoes Ataulfo 20/4oz
- 239404 OG Dried Mangoes Ataulfo 15/1lb

MANGO PRODUCT CODES:

- 44169 OG Mangoes Mex 8ct
- 44163 OG Mangoes Mex 10ct
- 44165 OG Mangoes Mex 12ct
- 44177 OG Mangoes Ataulfo 12/14ct
- 44185 OG Mangoes Ataulfo 16/18ct

POINT OF SALE CODES

- 235364 POS RCF/Crespo Display Bin
- 239637 POS RCF/Crespo Mango Tree Cutout 48"
- 239641 POS RCF/Crespo Mango Mania Cutout 36"
- All display must include both **Organic Round** (Tommy Atkins, Kents, Keitts, Hadens) and **Ataulfo Honey Mangoes**, as well as one of the Organic Dried Mango SKUs.
- All displays must show the Crespo Organic branding, with bins or boxes, have Crespo Organic point of sale posters/cards in it, or have the Crespo Organic graphic boxes built into the display. Razor sharp point of sale signs, posters, and recipe cards can be obtained through your Four Seasons Sales Rep or Merchandiser.
- You must purchase at least **25 cases** of mangoes during the contest period in order to qualify for entry.
- All display must remain up for a **minimum of 1 week**.
- Send all display contest photos to contests@fsproduce.com by **August 7, 2025**.



Code:
239637

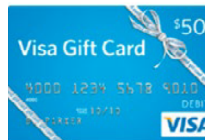
Code:
239641



CONTEST PRIZES:

One winner for each of the below categories will win a SWEET Four Seasons Produce hoodie, Four Seasons Produce t-shirt, and a \$50 gift card

- Largest Display
- Most Creative Display
- Best % of Organic Mango Sales Increase YOY
- Best Small Store Display (3 registers or less)
- Best In Store Signage to Promote Organic Mangoes
- Best Social Media Post



ENTRY RAFFLE:

Every qualifying entry will be entered for a chance to win a Crespo Organic Mangoes backpack!

To read about the Crespo Organic story and get some really cool recipe ideas, please visit www.crespoorganic.com.

Be sure to also check out their blog, Under the Mango Tree, for all things mango!

For more information on mangoes or for merchandising tips and ideas, please contact your Four Seasons Produce Sales Rep or Merchandiser.



PHONE: 1.800.422.8384

| www.fsproduce.com





WATERMELON DISPLAY CONTEST

JULY 7 - SEPTEMBER 14, 2025

Four Seasons Produce has teamed up with the National Watermelon Board to bring you a display contest sure to drive your sales throughout the summer months with, you guessed it—WATERMELON! Watermelon is the quintessential summer staple fruit, and Four Seasons Produce will be offering some awesome promotional opportunities through-out the rest of the summer! Quality of the fruit this year has been outstanding, on all sizes! We have some really great prizes ripe for the taking, so start planning your melon masterpiece and enter for a chance to win!

DISPLAY CONTEST CRITERIA:

- Build a dynamite display watermelon. **Any variety or size** of watermelon (CV or OG) will qualify for entry.
- All watermelon **MUST** be purchased from Four Seasons Produce.
- Must keep your display up for a minimum of **1 week**.
- Send all pictures to contests@fsproduce.com by **September 18, 2025**.



PRODUCT CODES:

(Availability subject to change. Check with your Four Seasons Sales Rep or Merchandiser for availability.)

ORGANIC

41434 - OG Watermelons Mini 30 lb 8 ct
 43805 - OG Watermelons Mini 35 lb 6 ct
 43806 - OG Watermelons Seedless 60 ct 11# Average
 225607- OG Watermelons Seedless Sweet Gem 55-60ct
 211957 - OG Watermelons Seeded 36ct Bin

CONVENTIONAL

12026 - CV Watermelon Mini 35lb 6ct
 12035 - CV Watermelons Seeded 35 ct 20# Average Bin
 12004 - CV Watermelons 55 lb 5 ct Carton
 12003 - CV Watermelons 60 lb 4 ct Carton
 11991 - CV Watermelons 60 ct 11# Average Bin
 11997 - CV Watermelons 45 ct 15# Average Bin

DISPLAY CONTEST PRIZES:

GRAND PRIZE

Judged on overall eye appeal and creativity



\$750

MOST CREATIVE

Judged on creative use of watermelons, boxes, bins, or watermelon signage

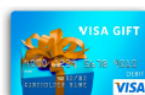


1st Place 2nd Place

\$300

\$200

LARGEST DISPLAY

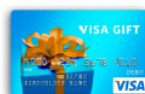


\$300

\$200

BEST SMALL STORE

3 registers or less



\$300

\$200



PHONE: 1.800.422.8384

www.fsproduce.com





MERCHANDISING WATERMELONS

FREE TRAINING! Watermelon Retail Learning Lab from the National Watermelon Promotion Board:

<https://www.watermelon.org/wp-content/uploads/2023/02/LEARNING-LAB-LESSONS-sm.pdf>

Make the most of displays!

- Colorful bins and decorated displays grab attention and grab sales

Display whole and cut watermelon side by side

- Creates great eye appeal and increases sales for both

Get the word out — watermelon is nutritious and delicious

- Include selection and nutrition information not only in newsletters and ads but on signs and displays



Avoid mis-rings and lost revenue

- Every penny counts! Use proper labeling so customers get what they pay for, and you get the sales you deserve

Ensure the tastiest watermelon

- Continue the cold chain if applicable for whole water
- Always keep fresh-cut refrigerated

Keep watermelon away from bananas

- Store these separately
- Bananas emit ethylene gas, which changes the flavor and appearance of watermelon