



# 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](mailto: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

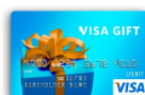


## 1<sup>st</sup> Place 2<sup>nd</sup> Place

# \$300

# \$200

### LARGEST DISPLAY

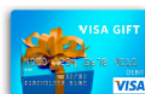


# \$300

# \$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





# 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](mailto:contests@fsproduce.com) by **August 7, 2025**.



Code:  
239637

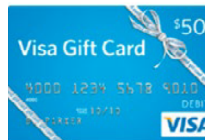
Code:  
239641



## 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](http://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.



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# NORTHWEST CHERRY DISPLAY CONTEST

## JUNE 30 - JULY 27, 2025



Four Seasons Produce and the Northwest Cherry Commission have once again partnered to bring you a Cherry Display Contest in the month of July! Washington State grown Cherries are now in season and ready to take centerstage on your department floors and counters. Cherries are one of the highest tonnage commodities within the produce department with high sales and volume potential. Let's have fun, get creative, and build some cherry excitement in your stores with this super seasonal consumer favorite!



## DISPLAY CONTEST CRITERIA:

- Build a beautiful Cherry display in your produce department using fresh Northwest Cherries! **ALL fruit MUST be purchased from Four Seasons Produce.** Product and point of sale material codes can be found on page 2.
- Use of **Northwest Cherry Point of Sale material is required** for entry. Point of sale signs may be obtained through your Four Seasons Produce Sales Rep or Merchandiser.
- All displays must remain up for **at least one week.**
- Send all contest photos to [contests@fsproduce.com](mailto:contests@fsproduce.com) by **July 31, 2025.**

## DISPLAY CONTEST PRIZES:

### Grand Prize

(Cherry Champion)

Display will be judged on creativity and overall eye appeal

# \$500

### BEST SMALL STORE

(Cherry Fairy)

(3 registers or less)

1st Place--\$300

2nd Place--\$200

3rd Place--\$100

### Most Creative

(Cherry Charmer)

1st Place--\$300

2nd Place--\$200

3rd Place--\$100



### Best All Organic

(Cherry Cherish)

1st Place--\$300

2nd Place--\$200

3rd Place--\$100

## EVERYONE IS A WINNER!

Every qualified entry will receive a Stemilt cherry hat!



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# NORTHWEST CHERRY DISPLAY CONTEST

JUNE 30 - JULY 27, 2025



## DISPLAY CONTEST CODES:

### CONVENTIONAL CODES:

- 15033 CV 8.5 row Red Cherries 18lb \*
- 15050 CV 9.5 row Red Cherries 18lb \*
- 15052 CV 10.5 row Red Cherries 18lb
- 15049 CV 11.5 row Red Cherries 18lb
- 239671 CV 10.5 row Red Cherry Clamshells 16/1lb
- 15072 CV 9.5 row Rainier Cherry 18lb
- 15063 CV 10.5 row Rainier Cherry 18lb
- 14873 CV 10.5 row Rainier Cherry Clamshells 16/1lb

### ORGANIC CODES:

- 41263 OG 9.5 row Red Cherries 18lb
- 43257 OG 10.5 row Red Cherries 18lb
- 43256 OG 11.5 row Red Cherries 18lb

### POS CODES:

- 239976 POS Box Empty Stemilt CV
- 231736 POS Box Empty OG Cherry
- 231737 POS Box Empty Cherry Export Full Box
- 231735 POS Box Empty Cherry Export Half Box
- 237350 POS Display Bin CV Cherry

**\*SOME ITEMS MAY NOT BE AVAILABLE AT ALL TIMES**



Want to learn more about growing, packing, and shipping fresh Cherries?

Click on the link below to attend the Stemilt Online Cherry University!

<https://www.stemilt.com/university/>

For more Cherry display tips and ideas, please contact  
your Four Seasons Sales Rep or Merchandiser.



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