



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 (*while supplies last*):

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 GreenKiwi 1 ea Zespri
221149 POS Display Box Formed SunGold 1 ea Zespri
240106 POS Kiwi SunGold Promo Tower 1 ea
245273 POS Display Bin Small SunGold 1 ea Zespri Hexagon
245272 POS Display Bin Small Green 1 ea Zespri Hexagon

PRODUCT CODES:



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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



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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