



AIR CHIEF "GRAPE-TACULAR" GRAPE DISPLAY CONTEST

September 15 - October 5, 2025

Four Seasons Produce has partnered with Sun Pacific, marketers of the Air Chief premium table Grapes, to bring you a display contest with "Grape" sales potential and category growth. 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, early Fall is the perfect time to promote this consumer favorite fruit in your produce departments! All three colors (green, red and black) of grapes CV and OG will be included, so there is sure to be a flavor for everyone! Let's get our grape on!

DISPLAY CONTEST CRITERIA:

- Build a "Grape" display of Air Chief label Premium Grapes in your produce department. **All fruit MUST be purchased from Four Seasons Produce.**
- At least **2 colors of grapes** MUST be included in your display. Grape codes are listed below:

Organic:

42682 - OG Black Grapes 19lb
43875 - OG Green Grapes 19lb
43878 - OG Red Grapes 19lb

Conventional:

10875 - CV Black Grapes XL 19lb
10631 - CV Green Grapes XL 19lb
10716 - CV Red Grapes XL 19lb



POS:

221512 - POS Air Chief Grape Display Box Preformed
245271 - Air Chief Autumn Crisp Display Bin 2ct

- Displays **must highlight the Air Chief label**, through POS signage or display boxes.
- Displays must remain up for **at least 1 week**.
- Send all display contest photos to contests@fsproduce.com by **October 9, 2025**.



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



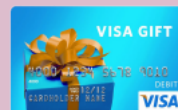
MOST CREATIVE DISPLAY

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



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.
Thank you for your continued trust and support of Four Seasons Produce.



PHONE: 1.800.422.8384

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