



HELPING OTHERS SUCCEED IN FRESH

FOUR SEASONAL

SEPTEMBER 2026

MERCHANDISING TIPS & IDEAS FOR INDEPENDENT RETAILERS

CLICK TO READ MORE EDITIONS
OF THE FOUR SEASONAL:

OCTOBER

>>



FEATURED ITEMS

- California Grapes
- Melons
- Apples (*new crop*)
- Bartlett Pears
- Pumpkins & Ornamentals

BEST OF SEASON

- Honeydew & Cantaloupes
- Premium Red & Green Grapes
- Autumn Crisp Grapes
- Cotton Candy Grapes
- Gum Drops Grapes
- Moon Drops Grapes
- Tear Drops Grapes
- Thomcord Grapes
- Gala Apples
- Ginger Gold Apples
- Honeycrisp Apples
- McIntosh Apples
- Rave & Sweetango Apples
- Apple Cider
- Asian Pears
- Red Starkrimson Pears
- Bartlett Pears
- Kiwi Berries
- Dragon Fruit
- Butternut Squash
- Honeynut Squash
- Delicata Squash
- Acorn & Spaghetti Squash
- Little Potatoes

SEPTEMBER 2026

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	LABOR DAY / BACK TO SCHOOL / GRAPE SEASON / MELON SEASON						
WEEK 36	30	31	1	2	3	4	5
	BACK TO SCHOOL / GRAPE SEASON / FRESH CROP APPLES / PUMPKINS & FALL ORNAMENTALS						
WEEK 37	6	7 Labor Day / National Acorn Squash Day	8	9	10	11 Rosh Hashanah Begins at Sundown	12
	GRAPE SEASON / FRESH CROP APPLES / PUMPKINS & FALL ORNAMENTALS						
WEEK 38	13 Rosh Hashanah Ends at Sundown	14	15	16 National Guacamole Day	17	18	19
	GRAPE SEASON / FRESH CROP APPLES / PUMPKINS & FALL ORNAMENTALS						
WEEK 39	20 Yom Kippur Begins at Sundown	21 Yom Kippur Ends at Sundown	22  Make-A-Wish Four Seasons Golf Outing in support of Make-A-Wish First Day of Autumn	23	24	25	26
	GRAPE SEASON / FRESH CROP APPLES / PUMPKINS & FALL ORNAMENTALS						
WEEK 40	27	28	29	30	1	2	3

Rave® Apples



What's The Story?

Meet Rave® brand MN55 cultivar apples, a Stemilt signature apple with zippy flavor and an attitude to match. This is the apple that people can't stop raving about because of its outrageously juicy flavor and refreshing snappy zing. It's a cross between Honeycrisp and MonArk.

Interior: Crisp and fine white flesh that is extremely juicy.

Exterior: Beautiful bright red skin that nearly covers a yellow background.

Wait, They Are Available When?

The first apple to harvest in Washington State, Rave® is available from early August through October.



18/2lb. Poly

- Conv. 2 ¼ UPC: 7 41839 33012 7
- Conv. 2 ½ UPC: 7 41839 33002 8

12/3lb. Poly

- Conv. 2 ¼ UPC: 7 41839 33003 5



2 lb. Bags



- Twelve 2 lb. random-weight bags in display ready carton
- 24 lb. net weight (26 lb. gross weight)
- 60 per pallet (5ti x 12hi)
- Carton dimensions: 23 3/8" x 15 3/4" x 7 1/4" (L x W x H)
- UPC #7 41839 00353 3

4 lb. Bags



- Nine 4 lb. random-weight bags in display ready carton
- 36 lb. net weight (38 lb. gross weight)
- 40 per pallet (5ti x 8hi)
- Carton dimensions: 23 3/8" x 15 3/4" x 11 1/4" (L x W x H)
- UPC #7 41839 00738 8



RAVE APPLES INSPIRATION CORNER



SweetTango® - No Ordinary Apple

The SweetTango® apple has an irresistible sweet taste and satisfying crunch and is the top club apple variety every fall. Stemilt grows SweetTango® for the West Coast, and organic SweetTango® for every region.

Parentage: Honeycrisp x Zestar

Flavor: Sweet, crisp apple with a lively touch of citrus, honey and spice

Shape & Color: Round-oblong with a beautiful bright red over a yellow background color

Experience: Expect the loudest crunch on Earth, loads of juice and perfect sweet-tangy flavor.

Availability:

Mid-August through January

12/2lb. Pouch

- Conv. UPC: 7 41839 00718 0
- Org. UPC: 7 41839 00437 0
- Ships in Euro DRC carton
- 60 per pallet (5ti x 12hi)

12/3lb. Poly

- Conv. UPC: 7 41839 21003 0

8/3lb. Pouch

- Conv. UPC: 7 41839 00675 6
- Ships in Euro DRC carton
- 60 per pallet (5ti x 12hi)



PLU

Conventional
PLU #3603

Organic
PLU #93603



Euro DRC Carton

- Euro footprint carton that doubles as a display piece
- Less waste with one-piece construction and optional snap-on lid

Marketing Collateral

- POS: 11" x 7"
- Poster: 22" x 28"



GUIDE TO HARD SQUASH



ACORN/GOLDEN ACORN

- Small and round like an acorn
- Sweet, slightly nutty vegetable flavored flesh
- Versatile in cooking, roasting
- Packed with fiber



HONEYNUT

- Like a mini-sized butternut
- Flesh is much sweeter and has more squash flavor than butternut



BUTTERCUP & KABOCHA

- Green skin
- Sweet & creamy orange flesh
- Kabocha aka "Japanese Pumpkin"



KOGINUT

- Cross between a Kabocha and Butternut
- Ideal halved and roasted
- Flavor is sweet, creamy, and nutty
- Smooth texture



BUTTERNUT

- Most popular hard squash variety
- Orange flesh
- Versatile in cooking, roasting
- Ideal blended for soup



RED KURI

- Japanese variety
- Orange exterior, yellow flesh
- Nutty & sweet



CARNIVAL

- Pale, orange flesh
- Relative of Acorn & Sweet Dumpling



SPAGHETTI

- Mild & sweet flavor
- Flesh comes out like pasta strands when cooked - hence the name



DELICATA

- Yellow flesh
- Tastes like a sweet potato
- Edible shell - no peeling needed!



SWEET DUMPLING

- Mildly sweet
- Tender, orange flesh



GOLDEN NUGGET

- Looks like a small pumpkin
- Sweet, orange flesh



TURBAN

- Gets its name from its unique shape
- Use as decoration, soup bowl, or a floral arrangement

PUMPKINS & FALL ORNAMENTALS

Starting September 2, 2026

Early September: small core assortment.

Mid-September to Mid-October: peak season, full assortment.

MINI DECORATIVES/ORNAMENTALS



Code: 4822

JACK-BE-LITTLE (MINI-PUMPKINS)

40 ct case

PLU: 4734



Code: 4929

JACK-BE-LITTLES BAGGED

14/5 ct case

UPC: 743425-08950



Code: 214521

WHITE JACK-BE-LITTLES (BABY BOO)

40 ct case

PLU: 4734



Code: 4901

INDIAN CORN

16/3 ct case

UPC: 033383-40077



****Look for pre-order flyers this summer to book special painted pumpkins and more.**

20 ct case

PLU: Retailer-Assigned



Code: 4913

TIGER STRIPE/POKEMON PUMPKINS

20 ct case

PLU: Retailer-Assigned



Code: 232524

GOURDS BAGGED

12/6 ct case

UPC: 7-46309-12347-6



Code: 4930

GOURDS

40 ct case

PLU: 3135



Code: 4950

BABY PAM (PIE)

12 ct case

PLU: 3134



PHONE: 1.800.422.8384

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MINI DECORATIVES/ORNAMENTALS



Code: 4945
CORN STALKS

1 bunch
PLU: Retailer-Assigned



Code: 4935
REGULAR SIZE STRAW BALES

1 ct
PLU: Retailer-Assigned



Code: 222242
MINI CELLO STRAW BALES

50 ct
UPC: 21879-20080
Pre-Order Survey Only



Code: 222243
SMALL SINGLE STRAW BALE

24 ct
Pre-Order Survey Only



Code: 229043
CORN STALK HORSE
Available by request



PUMPKIN BINS



CARVING/JACK-O-LANTERN/FACE PUMPKIN BIN

PLU:3130

4984 - CV Pumpkins Face 40 ct bin
4982 - CV Pumpkins Face 50 ct bin

4981 - CV Pumpkins Face 30 ct bin
4987 - CV Pumpkins Face 60 ct bin



PRIZE WINNER PUMPKINS

4990 - CV Pumpkin Prize Winner 100-170 lb

226156- CV Pumpkin Prize Winner 5ct bin

Available by request



FIELD TRIP/MYSTIC PUMPKINS W/ LONG STEM BIN

(For painting or decorating)

7390 - CV Pumpkins Field Trip 140 ct bin

Available by request



PIE (BABY PAM) PUMPKINS BIN

(For baking or decorating)

4951 - CV Pumpkins Baby Pam (Pie) 150 ct bin - PLU: 3134

Available by request

MIXED VARIETY PUMPKIN BINS



4968

"AUTUMN MIX" PUMPKIN BIN 35 CT

(Blue Jarrahdale, Pink Porcelain, Peanut)

Varietal mix is subject to change due to availability



4980

"FALL FANTASY" PUMPKIN BIN 35 CT

(Fairytale, White Flat, Cinderella)

**** MORE VARIETALS AVAILABLE BY SPECIAL REQUEST ****



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THE LITTLE
POTATO
CO.



THE LITTLE POTATO CO.

BACK TO SCHOOL DISPLAY CONTEST

AUGUST 23 – SEPTEMBER 26, 2026

The A+ Dinner Solution

Back by popular demand. The Little Potato Company and Four Seasons Produce are teaming up to launch our 2026 display contest. As families shift into school routines and fall meal planning begins, shoppers are searching for quick, convenient, and delicious dinner solutions. The Little Potatoes check every box, easy to prepare, versatile, nutritious, and a proven sales driver. Now is the time to create bold, attention grabbing displays that stop shoppers in their tracks, spark impulse purchases, and grow sales. Build a display that drives excitement and let Little Potato power your fall sales. Ready to compete? Contact your Four Seasons Sales Rep or Merchandiser today and start building your winning display!

CODES:

213076 CV Potatoes Little Fingerlings 16/1.5 lb bag
213075 CV Potatoes Little Duos 16/1.5 lb bag
231074 CV Potatoes Little Trios 16/1.5 lb bag
213062 CV Potatoes Little Yellows 16/1.5 lb bag
213073 CV Potatoes Little Reds 16/ 1.5 lb bag
237130 CV Potatoes Little Purely Purple 8/ 1.5 lb bag
212055 CV Potatoes Little Savory Herb tray 6/ 1lb
229352 CV Potatoes Roasted Garlic Rosemary Thyme 6/ 1lb
222885 CV Potatoes Lemon & Garlic herb 6/ 1lb
212056 CV Potatoes Garlic & Parsley 6/ 1lb
212051 CV Potatoes Garlic & Herb 6/ 1lb
212052 CV Potatoes Onion & Chive 6/ 1lb
242774 CV Potatoes Garlic & Parmesan 6/ 1lb
242774 CV Potatoes Hot Honey 6/ 1lb
250008 CV Potatoes Homestyle Ranch 6/ 1lb
212058 CV Potatoes Variety Shipper 36/ 1lb

PRIZES:

1st Place
\$400 Visa Gift Card

2nd Place
\$300 Visa Gift Card

3rd Place
\$200 Visa Gift Card

4th Place
\$100 Visa Gift Card



CONTEST CRITERIA

- All products **must be purchased from Four Seasons Produce.**
- Displays must have a **minimum of 10 cases** on display.
- Displays need to incorporate both the **1.5 lb bags as well as the grilling and micro trays.**
- Pictures must be sent to contests@fsproduce.com no later than **October 2, 2026.**



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THE LITTLE POTATO CO.

BACK TO SCHOOL DISPLAY CONTEST

AUGUST 23 – SEPTEMBER 26, 2026



213076



213075



213074



213062



213073



237130



212055



229352



222885



212056



212051



212052



242775



242774



250008



212058

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