



# Sunkist Growers Citrus Display Contest Extravaganza

## March 6th - April 2nd, 2023

In the month of March you can always count on three things. There is an awesome college basketball tournament which generates tons of national excitement. There is a super cool holiday mid-month that we celebrate by eating a lot of cabbage and by wearing a lot of green clothes. And the last thing you can count on is Sunkist partnering up with Four Seasons Produce to bring you the annual Citrus Extravaganza Display Contest. That's right, it's back for yet another juicy year! What better way to lead us out of the winter and into the Spring months by promoting some of the healthiest, flavorful fruit on the planet—fresh CITRUS! The citrus season this year has been incredible with outstanding quality fruit and promotable pricing and this month will be no different! So let's take a look on how you can get in on the citrus fun, grow category sales and create an atmosphere of selling excitement!

### CONTEST RULES:

- Build a SUPER creative and colorful display using beautiful Sunkist citrus. All fruit MUST be purchased from Four Seasons Produce.
- All displays must have a minimum of five (5) SKU's in your display. These can be a combination of both conventional or organic selections
- MUST use Sunkist point of sale signage, boxes or pop up ready displays bins in your displays in order to qualify. Sunkist signage will be available through your Four Seasons Sales Rep or Merchandiser.
- All Sunkist displays must remain up for one week.
- Please send all display entries to [contests@fsproduce.com](mailto:contests@fsproduce.com) by Friday April 7th 2023.



### PRIZES:



**1ST PLACE**  
**MOUNTAIN BIKE**



**2ND PLACE**  
**GOLF CLUBS**



**3RD PLACE**  
**CAMPING PACKAGE**



**4TH PLACE**  
**HIKING PACKAGE**



**5TH PLACE**  
**ADIRONDACK CHAIRS**

### MERCHANDISING TIPS:

- Citrus is SUPER colorful, so placing displays in a high traffic area will surely catch the attention of your customers. These high graphic display bins make it simple to put citrus anywhere!
- Maximize the citrus category by offering a nice variety of fruit. Where applicable, be sure to offer both organically and conventionally grown fruit to capture both customers.
- Cut halves and overwrap to show off the flesh of the fruit. Be sure to sticker on the back with "sample only" so consumers know that it is not for sale.
- Sampling is a super simple way to get fruit into a cart, so if you are in an area where sampling is allowed, it is a great use of time to gain sales.

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



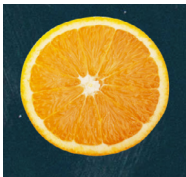
PHONE: 1.800.422.8384 | FAX: 1.717.721.2597 | [www.fsproduce.com](http://www.fsproduce.com)



# AVAILABLE AT FOUR SEASONS

Sunkist is a not-for-profit marketing cooperative entirely owned by and operated for the California and Arizona citrus growers who make up its membership. For more information visit: [www.sunkist.com](http://www.sunkist.com)

Due to availability, there might be times where we will need to sub in non Sunkist fruit. This will NOT disqualify your entry from the display contest



## NAVEL ORANGES

13563 - CV Oranges Navel CA 56 ct Sunkist  
13615 - CV Oranges Navel 10/4 lb Sunkist  
44100 - OG Oranges Navel CA FCY 88 ct Sunkist  
44099 - OG Oranges Navel CA 10/4 lb Bag Sunkist



## LEMONS

13005 - CV Lemons Fancy 95 ct Sunkist  
13040 - CV Lemons Choice 18/2 lb SK Pouch Bag  
44057 - OG Lemons FCY 95 ct Sunkist



## GRAPEFRUIT

12811 - CV Grapefruit Rio Star TX 40 ct Sunkist



## MINNEOLA TANGELOS

14345 - CV Tangelos Minneola Choice 12/3 lb Sunkist



## BLOOD ORANGES

14004 - CV Oranges Blood 88/113 sz 44 ct Sunkist  
13912 - CV Oranges Blood 18/2 lb Sunkist  
44125 - OG Oranges Blood Moro 72/113ct Sunkist



## MANDARINS

14641 - CV Mandarins Gold Nugget SK 10/3 lb Bag  
44302 - OG Mandarins USA 60-90 ct 25 lb Sunkist  
234590 - OG Mandarins USA 12/2 lb Bagged Sunkist



## CARA CARA ORANGES

13818 - CV Oranges Cara Cara 56 ct Sunkist  
13747 - CV Oranges Cara Cara Choice 12/3 lb SK Bag  
205619 - CV Oranges Cara Cara 48 ct Sunkist  
42730 - OG Oranges Cara Cara 88/113 ct Sunkist



## AVAILABLE SUNKIST BINS

32247 - POS Display Blood Orange 1 ea Sunkist  
32246 - POS Display Bin Cara Cara 1 ea Sunkist  
23376 - POS Display Bin 1 ea "Delites"  
32244 - POS Display Meyer 1/4 Bin 1 ea Sunkist  
32245 - POS Display Bin Navel Bin 1 ea Sunkist  
32250 - POS Display Bin Blood Orange 1 ea Sunkist  
218196 - POS Display Bin OG Multi 1 ea Sunkist  
223679 - POS Display Bin OG Multi 1/4 Bin 1 ea Sunkist  
223671 - POS Display Bin Lemon 1/4 Bin 1 ea Sunkist  
223541 - POS Display Bin CV Multi 1/4 Bin 1 ea Sunkist  
218922 - POS Display Bin Navel 1/4 Bin 1 ea Sunkist