



# DISPLAY CONTEST

January 4 - February 8, 2021

Let's kick off "Diet Season" with an Avocado Display Contest! Avocados from Mexico has partnered with Four Seasons Produce to bring you a super exciting display contest for the month of January! What better month to promote a fruit sure to be on everyone's shopping list. There are tons of opportunities and events in January to increase avocado sales, so let's "kickoff" the year with some creative displays sure to wow your customers leading up to the "Big Game!"

## CONTEST CRITERIA:

- Build an awesome display of Avocados from Mexico in your produce department using organic and/or conventional fruit purchased from Four Seasons Produce. The primary codes for this contest are:

**43135 - OG Avocados Hass MEX 48 ct**

**43136 - OG Avocados Hass MEX 60 ct**

**17060 - CV Avocados Hass MEX 48 ct**

**17075 - CV Avocados Hass MEX 60 ct**

\* plus, other Avocados from Mexico lines available during January from Four Seasons Produce

- Must use Avocados from Mexico bins or Point of Sale materials in your displays. For POS materials, please contact your rep or merchandiser.
- Keep your displays up for at least a week in your department.
- Please send contest pictures (and any social media links) to Steph Mayer ([stephf@fsproduce.com](mailto:stephf@fsproduce.com)) by February 11.



CODE: 33656

CODE: 33655  
\*limited qty\*

## DISPLAYS WILL BE JUDGED ON THE FOLLOWING:

- Creativity
- Overall eye appeal
- Use of Avocados from Mexico Point of Sale material or bins
- Use of social media is strongly encouraged



Great tie ins for avocados are tomatoes, garlic, onions, peppers. Guacamole recipes at point of sale will definitely help you move more fruit, and give consumers additional meal/snacking ideas. Talk to your Four Seasons Sales Rep or Merchandiser for pricing, display ideas and tips on how to sell more avocados!

## CONTEST PRIZES:

- GRAND PRIZE - \$600 gift card**
- 2ND PLACE - \$450 gift card**
- 3RD PLACE - \$350 gift card**
- 4TH PLACE - \$250 gift card**
- 5TH PLACE - \$150 gift card**
- 2 HONORABLE MENTIONS - \$50 each**



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