



# VIDALIA ONION DISPLAY CONTEST

## May 1 - May 31, 2021

Do your customers have a sweet tooth? Are you looking for a surefire way to “sweeten” your profits! Well then, we have the answer for you to satisfy both of those “sugar” cravings! Vidalia Sweet Onions from Georgia are here, and we are going to kick off the season in style!

Four Seasons Produce has again partnered up with Generation Farms to bring you another super exciting display contest for the month of May! The long awaited, highly anticipated Vidalia Onion season is upon us and your customers will definitely be looking for these precious gems from the south. Vidalia’s add great sales opportunities and potential impulse sales for your produce department so be sure to jump in on the fun!



### CONTEST CRITERIA:

- Build an amazing display of organic and/or conventional Vidalia Sweet Onions. **\*\*Product must be purchased only from Four Seasons Produce.**
    - 4105 - CV Onions Sweet Jumbo 40 lb Vidalia
    - 4166 - CV Onions Sweet 16/3lb Vidalia Bag
    - 41541 - OG Onions Sweet 40 lb Vidalia
    - 41540 - OG Onions Sweet 16/3lb Vidalia Bag
  - Participants must order at least 6 cases of product throughout the contest period.
  - Vidalia Onion point of sale signage must be included on or by your displays.
  - Email all contest photos to Stephanie Mayer (stephf@fsproduce.com) by Thursday, June 3, 2021.
- \*\*While not a requirement to qualify, the use of social media presence is strongly encouraged.**

### PRIZES:



**Four other winners** will receive a \$100 Visa gift card!

**Grand Prize:**  
Weber Grill

Every qualifying entry will receive a Generation Farms hat just for entering!



### MERCHANDISING & HANDLING TIPS:

- Vidalia Sweet Onions are a lower risk display commodity. Go BIG with your displays in high traffic areas and get them seen!
- There are so many items that Vidalia Sweet Onions can be paired with! Corn, peppers, tomatoes, zucchini to name a few but any grilling type vegetable (or fruit!) will add potential impulse sales to the basket! Cross merchandise and build into your displays from grocery departments, balsamic, hot sauces, lime juice and olive oils; the list goes on. Build your basket size, build your sales!
- Store Vidalia Onions in a cool, dry area. Keep away from any moisture or humid storage areas.
- Add some recipe cards onto your display for quick meal ideas for your customers.
- Cross merchandise a basket or two in your meat department for quick impulse sales and a nice grilling addition to those burgers!



Now its time to build some “sweet” displays with these sweet onions sure to indeed “sweeten” those sales!

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



1.800.422.8384

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