



Watermelon Display Contest

August 23 - September 13, 2021

The National Watermelon Board has teamed up with Four Seasons Produce to bring you a display contest with this all time summertime staple! When you think of summer fruit, watermelon is at the top of the list, so let's cap off another great summer watermelon season with this contest celebration! The quality of fruit this year, in all sizes has been amazing. With Labor Day on the horizon, now is the perfect time to keep that hydration station display up and flourishing!

CONTEST CRITERIA:

- Build a dynamite display watermelon using fruit purchased from Four Seasons Produce. Any type and size of watermelon, CV or OG will qualify for entry.
- Keep your displays up for at least one week.
- Send all pictures in to Steph Mayer (stephf@fsproduce.com) by September 17th.

PRODUCT CODES:

ORGANIC

- CODE: 43788 - 45ct
- CODE: 43806 - 60ct
- CODE: 43796 - 4ct Seedless
- CODE: 43765 - 5ct Seedless
- CODE: 41434 - 8ct Mini's

CONVENTIONAL

- CODE: 11997 - 45ct
- CODE: 11991 - 60ct
- CODE: 12028 - 8ct Mini's



CONTEST PRIZES:

Prizes will be judged on overall eye appeal and creativity.

Grand Prize:
\$750 Gift Card



1ST PLACE:
\$500 GIFT CARD



2ND PLACE:
\$300 GIFT CARD



4TH PLACE:
\$150 GIFT CARD



3RD PLACE:
\$200 GIFT CARD



5TH PLACE:
\$100 GIFT CARD



For more watermelon display tips and ideas, contact your Four Seasons Sales Rep or Merchandiser!



PHONE: 1.800.422.8384

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BACK TO SCHOOL DISPLAY CONTEST

August 29 - September 25, 2021



Four Seasons Produce will be partnering with the Little Potato Company to support a "Back to School" display contest for the month of September. This will be the perfect opportunity to close out summer and get your customers back into a routine of preparing wholesome meals. With cooler weather anticipated, customers will be looking for new ideas that are simple and delicious. The microwavable LPC trays will be a perfect match for creating a nutritious side dish. This contest will allow stores to drive sales on a hardy item that is super versatile and has very little risk. Let's get creative and build some fun, excitement and sales within your produce department as we transition into Autumn and Back to School.

CRITERIA:

- All product must be purchased from Four Seasons Produce
- Send pictures to Steph Mayer steph@fsproduce.com at FSP no later than 9/28/2021
- Displays must be in place for a minimum of one week
- Social Media is recommended, but not required
- Use of 1.5 lb bags along with microwaveable shippers is permitted but the focus has to be on the micro trays/ shippers. Added bags cannot dominate the display, just enhance the display to drive additional sales.



CODES:

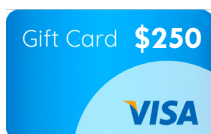
212058 - CV Potatoes Variety Shipper 36/1 lb
218975 - POS Display Bin 1 ea
212054 - CV Potatoes Roast Pepper 6/1 lb
212052 - CV Potatoes Onion Chive 6/1 lb
212051 - CV Potatoes Garlic 6/1 lb
213073 - CV Potatoes Blushing Belle 16/1.5 lb
213062 - CV Potatoes Boomer Gold 16/1.5 lb
213075 - CV Potatoes Dynamic Duo 16/1.5 lb
213074 - CV Potatoes Terrific Trio 16/1.5 lb
212056 - CV Garlic/Parsley Micro Potatoes 6/1lb
222885 - CV Lemon/Garlic Micro Potatoes 6/1lb



PRIZES:

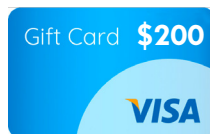
1ST PLACE

\$ 250 Visa gift card



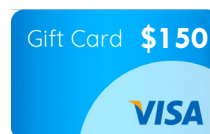
2ND PLACE

\$ 200 Visa gift card



3RD PLACE

\$150 Visa gift card



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ORGANIC "GRAPE-TACULAR" DISPLAY CONTEST

AUGUST 30 - SEPTEMBER 26, 2021

Four Seasons Produce has partnered with Sun Pacific, marketers of Air Chief label Premium Organic Grapes, to bring you a display contest with "grape" potential for added sales and excitement. These grapes are absolutely the best grape around and September is the perfect month to build big displays and promote! Grapes are a perfect back to school snack and all three colors will be featured, so there is sure to be a flavor for everyone!

CRITERIA:

- Build an awesome display of Air Chief label organic grapes with fruit purchased from Four Seasons Produce

CODE: 42682 - Air Chief Organic Black Grapes

CODE: 43885 - Air Chief Organic Green Grapes

CODE: 43878 - Air Chief Organic Red Grapes

CODE: 221512 - Air Chief Preformed Box

- Must contain all three colors to qualify for entry
- Displays must show the Air Chief label (boxes are OK)
- Displays must remain up for a minimum of one week
- Send all contest entries to Steph Mayer (stephf@fsproduce.com) by October 1st



PRIZES:

Prizes will be awarded for 1st, 2nd, and 3rd place finishers for the following categories:

LARGEST DISPLAY - "GRAND GRAPE GATHERING"

MOST CREATIVE - "GIFTED GRAPE GALLERY"

1ST PLACE - COOL WEATHER PACKAGE

Chiminea and cover,
2 Adirondack Chairs, and a Kindle Fire



**2ND PLACE - APPLE OR
SAMSUNG SMARTWATCH**



**3RD PLACE - BEATS STUDIO
NOISE-CANCELLING EARBUDS**



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