



SugarBee Apple



SUGARBEE® & ROCKIT® APPLE DISPLAY CONTEST

NOVEMBER 1 - NOVEMBER 28, 2021

Do you want to see your produce sales “Rockit”, add some sting, and drive volume in your apple category? The long-awaited SugarBee apple season is finally here and we are celebrating the arrival of this customer favorite with a display contest filled with great prizes, great sales potential and surely, a lot of great fun! Four Seasons Produce has partnered with Chelan Fresh to bring you this amazing contest sure to create a buzz in your store and a blastoff in your sales and profits. This year we are throwing in the super cool, super crisp Rockit apple into the mix and you, nor your customers will be disappointed with this small apple with a monster crunch! This is a great opportunity to showcase the SugarBee and introduce the Rockit to your customers; once they have a bite, they are sure to return to your “hive” for more!

DISPLAY CONTEST CRITERIA:

- Build a super awesome display of SugarBee and Rockit apples in your produce departments. All fruit MUST be purchased from Four Seasons Produce.
- A minimum of 8 cases of SugarBee apples need to be purchased over the contest period time and a minimum of 2 cases of Rockits must be purchased over that same time.
- Displays can be built with conventional or organic fruit, but we recommend carrying both (where applicable) to maximize exposure and target both customers.
- Utilize the high graphic display bins (codes below) and boxes in your display to highlight the SugarBee and Rockit brands.
- All displays must be up for a minimum of one week.
- Send all photos to Steph Mayer (stephf@fsproduce.com) by Wednesday, December 1, 2021.

THE QUEEN BEE--GRAND PRIZE

All-expense paid trip for two to Chelan Fresh in Washington state to meet the growers and tour the orchards.

Date is yet to be determined, but we are targeting the pre-cherry harvest in 2022.

Grand Prize winner will be chosen in a random drawing from each of the winners in the categories below.



“THE BEEKEEPER” (Best Overall Display): \$750

“THE BEE HIVE”

Largest Display:

1ST: \$300
2ND: \$200
3RD: \$100

“THE HONEY COMB”

Most Creative Display

1ST: \$300
2ND: \$200
3RD: \$100

“THE POLLINATOR”

Best Organic Display

1ST: \$300
2ND: \$200
3RD: \$100

BLAST-OFF BONUS

Best Rockit Display

\$300

Each entry will get a super cool SugarBee beanie perfect for the cool weather ahead. Everyone’s a winner!

ORGANIC:

Code 226761

OG Rockit WXFP 6/3 clam/shuttle

Code 226404

OG SugarBee Apple 12/2lb High Graphic Pouch Bag

Code 222328

OG SugarBee Apple 80/88 WXFP

CONVENTIONAL:

Code 222529

CV SugarBee 72/88ct

Code 229275

CV Rockit 12/2lb Pouch Bag



CODE: 223135
POS Display Pop Up Bin #1



Code: 226771
Rockit Pop up display

So, it's time to start dreaming up your next display contest winner! “Bee” creative, have fun, and use this promotion to introduce your customers to the incredible SugarBee and Rockit Apple!



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