

# ORGANIC STONE FRUIT DISPLAY CONTEST

**July 4th - July 31st, 2022**

Four Seasons Produce has again teamed up with Homegrown Organic Farms to bring you a display contest sure to sweeten your sales and profits. Organic stone fruit is in full swing and quality is OUTSTANDING on all varieties! We have some awesome prizes up for grabs so now is the time to promote these sweet tastes of summer, create some excitement in your stores, and drive cases in the stone fruit category!

## CONTEST CRITERIA

• Build a super fun, super creative display of Homegrown stone fruit in your departments. Fruit must be purchased from Four Seasons Produce. The contest codes are as follows:

**OG Yellow Nectarine** (Code: 220426)

**OG White Nectarine** (Code: 220427)

**OG Yellow Peach** (Code: 220428)

**OG White Peach** (Code: 43832)

**OG Black Plums** (Code: 220430)

**OG Red Plums** (Code: 220429)

**Empty Display Boxes** (Code: 220443)



• Must have a minimum of 4 varieties of fruit in your displays

• Displays must remain up for at least one week

• Send all display contest photos to [contests@fsproduce.com](mailto:contests@fsproduce.com) by Friday August 5th 2022

## STONE FRUIT HANDLING & MERCHANDISING TIPS

• Stone fruit is best stored and merchandised outside of your refrigerated cases. It allows the fruit to ripen properly and avoids it from being in the flavor kill zone!

• Place small brown paper bags on your displays to suggest ripening at home.

• Variety offerings are key in successful stone fruit sales. Be sure to carry a full array of fruit to offer to your customers. It might also expose them to varieties that they might have tried before.

• Cull stone fruit often during each day to insure freshness. Remove any bruised or over-ripe fruit.

• Stone fruit bruises very easily, so handle with care, both in the backroom and on your display.

*For more stone fruit handling and merchandising tips, contact your Four Seasons Produce sales rep or merchandiser!*



## GRAND PRIZE! (Homegrown Home Run)

# \$1000 gift card!

Display **MUST** contain **ALL** varieties of stone fruit from Homegrown Organic Farms stone fruit listed above and will be judged on creativity and eye appeal.

Use of social media is strongly encouraged, but not mandatory.



## LARGEST DISPLAY (High Powered Homegrown)

**1<sup>ST</sup> - \$300 gift card**

**2<sup>ND</sup> - \$200 gift card**

**3<sup>RD</sup> - \$100 gift card**

## MOST CREATIVE DISPLAY (Homegrown Hip)

**1<sup>ST</sup> - \$300 gift card**

**2<sup>ND</sup> - \$200 gift card**

**3<sup>RD</sup> - \$100 gift card**

## BEST SMALL STORE DISPLAY *3 registers or less* (Homegrown Hut)

**1<sup>ST</sup> - \$300 gift card**

**2<sup>ND</sup> - \$200 gift card**

**3<sup>RD</sup> - \$100 gift card**

## ALL ENTRIES WILL RECEIVE:



1 Tumbler & Bottle Opener



# Watermelon Display Contest

## July 4 - September 18, 2022

Four Seasons Produce has teamed up with the National Watermelon Board to bring you a display contest sure to drive your sales throughout the summer months with, you guessed it—WATERMELON!!! Watermelon is the quintessential summer staple fruit, and Four Seasons Produce will be offering some awesome promotional opportunities throughout the rest of the summer! Quality of the fruit this year has been outstanding, on all colors and all sizes! We have some really great prizes ripe for the taking, so start planning your melon masterpiece and enter for a chance to win!

### CONTEST CRITERIA:

- Build a dynamite display watermelon. Any variety or size of watermelon (CV or OG) will qualify for entry.
- All watermelon MUST be purchased from Four Seasons Produce.
- Must keep your display up for at least one week.
- Send all pictures in to [contests@fsproduce.com](mailto:contests@fsproduce.com) Friday, September 23, 2022

### PRODUCT CODES:

*(Availability subject to change. Check with your Four Seasons Sales Rep of Merchandiser for availability on watermelons.)*

#### ORGANIC

- 41434 - OG Watermelons Mini 30 lb 8 ct
- 43805 - OG Watermelons Mini 35 lb 6 ct
- 22560 - OG Watermelons Black Skin 55 ct Bin Seedless
- 43796 - OG Watermelons 60 lb 4 ct Carton
- 43765 - OG Watermelons 60 lb 5 ct Carton
- 43806 - OG Watermelons Seedless 60 ct 11# Average

#### CONVENTIONAL

- 12028 - CV Watermelons Mini 35 lb 8 ct
- 12035 - CV Watermelons Seeded 35 ct 20# Average Bin
- 12004 - CV Watermelons 55 lb 5 ct Carton
- 12003 - CV Watermelons 60 lb 4 ct Carton
- 11991 - CV Watermelons 60 ct 11# Average Bin
- 11997 - CV Watermelons 45 ct 15# Average Bin
- 11996 - CV Watermelons 36 ct 18# Average Bin

### CONTEST PRIZES:

*Prizes will be judged on overall eye appeal and creativity.*

## Grand Prize: \$1000 Gift Card



## 1<sup>ST</sup> PLACE: \$500 Gift Card



## 2<sup>ND</sup> PLACE: \$400 Gift Card



## 4<sup>TH</sup> PLACE: \$200 Gift Card



## 3<sup>RD</sup> PLACE: \$300 Gift Card



## 5<sup>TH</sup> PLACE: \$100 Gift Card



PHONE: 1.800.422.8384

www.fsproduce.com





# Driscoll's BIG Pack Blueberry Contest

## July 18 - August 14, 2022

So, who's ready to build some BIG blueberry displays and grab some awesome sales at the same time?! Four Seasons has teamed up with Driscoll's to bring you a BIG promotion on BIG packs of fresh blueberries from the Pacific Northwest. Ladies and Gentleman, we present to you the first ever Driscoll's BIG Pack Blueberry Display Contest. Conventional and organically grown blue gems from out west are super promotable, and we are going to celebrate it in style!

Pricing is right, projected quality is awesome and we have some great prizes available to win. BIG displays of BIG packs will lead to BIG sales! Be in it to WIN it!

### CONTEST CRITERIA:

- Build an unforgettable Driscoll's blueberry display using 18oz packs of fruit. Fruit **MUST** be purchased from Four Seasons Produce. Displays may contain either CV or OG fruit, or better yet, both!
- Use the point of sale signage or empty boxes shouting out the Driscoll's branding. Point of sale signage will be available through your Four Seasons Sales Rep or Merchandiser
- Displays must remain up in your department for at least one week.
- Send all contest photos to [contests@fsproduce.com](mailto:contests@fsproduce.com) by Friday, August 19, 2022



#### Codes:

230373 - CV Driscoll's Blueberry 12/18oz

225850 - OG Driscoll Blueberry 12/18oz

### PRIZES:

#### BEST OVERALL DISPLAY

**GRAND PRIZE WINNER**  
**\$500**

(Display will be judged on overall eye appeal, use of the Driscoll's brand signage.)

#### MOST CREATIVE DISPLAY

**1ST - \$300**

**2ND - \$200**

**3RD - \$100**

**2 HONORABLE MENTIONS - \$50**

#### BEST ALL ORGANIC

**1ST - \$300**

**2ND - \$200**

**3RD - \$100**

**2 HONORABLE MENTIONS - \$50**

### MERCHANDISER TIP:

Grow your basket size! Great tie ins for blueberries include granola, oatmeal, cereal, pie crusts, muffin and pancake mix. For blueberry display tips and ideas, please contact your Four Seasons Sales Rep or Merchandiser.



PHONE: 1.800.422.8384

www.fsproduce.com

