



# SUGARBEE® & ROCKIT® APPLE DISPLAY CONTEST

## DECEMBER 5, 2022 - JANUARY 1, 2023

Do you want to see your produce sales “Rockit”, add some sting, and drive volume in your apple category? SugarBee apple season is 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 contest display photos to [contests@fsproduce.com](mailto:contests@fsproduce.com) by Friday, January 6, 2023.

### “THE QUEEN BEE” GRAND PRIZE

An all-expense paid trip out to Washington State to meet the growers and tour the orchards and packing facilities.

Date is not yet determined but we are targeting the Fall apple and pear harvest season.

Grand Prize winning display will be judged on creativity, use of SugarBee/Rokit point of sale and overall eye appeal!



### “THE BEE HIVE”

Largest Display:

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

HONORABLE MENTION

### “THE HONEY COMB”

Most Creative Display

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

HONORABLE MENTION

### “THE POLLINATOR”

Best Organic Display

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

HONORABLE MENTION

#### ORGANIC:

Code 233566  
OG Rockit 6/3lb

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 229274  
CV Rockit 6/3lb Pouch Bag



CODE: 223135  
POS Display Pop Up Bin #1

CODE: 222612 - Empty  
SugarBee Box



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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