

POTATO LOVERS MONTH DISPLAY CONTEST

FEBRUARY 3 - MARCH 2, 2025



FEBRUARY IS POTATO LOVERS MONTH!

Four Seasons Produce has partnered with the Idaho Potato Commission to bring you a display contest and promotion sure to put some muscle into the Potato category. We have some super attractive pricing, great Point of Sale kits, and exceptional quality Potatoes. Let's get creative, keep it fun, and keep it fresh!

The Idaho Potato Commission conducts their own National contest each year for Potato Lovers Month. For more information on the IPC National Contest, please visit <https://idahopotato.com/retail/2025-plm-display-contest>
You may include your entry into both contests!

DISPLAY CONTEST CRITERIA:

- Build an awesome display of Idaho Potatoes in your produce department. All product **MUST** be purchased from **Four Seasons Produce**.
- All displays **MUST** utilize the **Idaho Potato Point of Sale material**. Point of Sale kits are available through your Four Seasons Sales Rep or Merchandiser.
- All displays **must** have **Idaho Grown Russets, Red, and Gold Potatoes** in their displays to qualify and no other potatoes from other regions.
- All displays must remain up for a **minimum of one week**.
- Please send all contest entries to contests@fsproduce.com by **Thursday, March 6, 2025**.



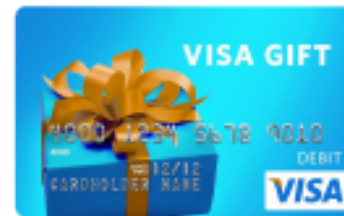
While use of social media is not required, it is a great way to promote Potatoes, as well as share recipes and ideas for your customers next meal!

DISPLAY CONTEST CODES:

- 4449 – CV Potatoes Gold 10/5lb Green Giant Bags
- 4482 – CV Potatoes Red 10/5lb Green Giant Bags
- 4540 – CV Potatoes Russet ID 10/5lb Green Giant
- 4555 – CV Potatoes Russet 5/10lb Green Giant Bags
- 4643 – CV Potatoes Russet 10/5lb
- 4504 – CV Potatoes Russet ID 60ct
- 4512 – CV Potatoes Russet ID 70ct
- 4525 – CV Potatoes Russet ID 50lb 100ct



DISPLAY CONTEST PRIZES:



The top 4 displays will receive a \$250 gift card.



Everyone is a winner!
Each qualified entry will receive a SUPER COOL Idaho Potato Commission hat, just for entering.

For more information on Idaho Potatoes, please visit <https://idahopotato.com/>

For more display contest information or for potato display tips, please contact your Four Seasons Produce Sales Rep or Merchandiser.

Thank you for your continued trust and support of Four Seasons Produce.



PHONE: 1.800.422.8384

| www.fsproduce.com





chelan fresh

SUGARBEE APPLE DISPLAY CONTEST

FEBRUARY 3 - MARCH 2, 2025



Want to sweeten your sales and add some “sting” into your apple category? Four Seasons Produce has partnered with Chelan Fresh to once again bring to you our annual SugarBee Apple Display Contest that is sure to create some serious “buzz” in your store. SugarBee Apples have rocketed to the top of consumers shopping lists in recent years, and now is the time to capture some added sales through some creative and fun merchandising. With awesome point of sale display bins and boxes as well as some attractive pricing, your eye catching SugarBee Apple display is sure to bring customers over to your apple hive!

DISPLAY CONTEST CRITERIA:

- Build a BUZZworthy display of SugarBee Apples in your produce department or store. **All fruit MUST be purchased from Four Seasons Produce** in order to qualify for entry.
- You must purchase a **minimum of 8 cases of SugarBee Apples** during the course of the contest period in order to qualify. This can be a combination of CV and OG fruit.
- **Utilize the high graphic display boxes and bins** in your displays highlighting the SugarBee branding.
- All displays must remain up for a **minimum of one week**.
- Send all contest photos to contests@fsproduce.com by **Thursday, March 6, 2025**.

Conventional:

- Code 222529
CV SugarBee 72/88ct
- Code 237758
CV SugarBee 12/2lb Pouch Bag

Organic:

- Code 222328
OG SugarBee 80/88ct
- Code 226404
OG SugarBee 12/2lb Pouch Bag

POS:

- Code 223135
SugarBee Pop Up Bin
- Code 238037
OG SugarBee Pop Up Bin
- Code 222612
OG SugarBee Display Box
- Code 242903
OG Euro Carton
- Code 237756
CV SugarBee Empty Box
- Code 242902
CV SugarBee Euro Carton

DISPLAY CONTEST CODES:



Code 223135



Code 222612



Code 242903



Code 237756



Code 242902



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SUGARBEE APPLE DISPLAY CONTEST

FEBRUARY 3 - MARCH 2, 2025

DISPLAY CONTEST PRIZES:

THE QUEEN BEE - GRAND PRIZE:

An all-expense paid trip out to Washington State to witness the Fall apple/pear harvest in late September 2025. You will tour apple and pear orchards, visit Chelan Fresh packing sheds and facilities, and learn and see more on how product gets from tree to box to your display counters.

**2
WINNERS**

1 Large Store

(4 registers or more)

1 Small Store

(3 registers or less)



GRAND PRIZE DISPLAY WILL BE JUDGED AS FOLLOWS:

Grand Prize winners will be chosen on creativity, overall eye appeal, use of SugarBee point of sale, and % of increase YOY. We will need scan data from stores in order to qualify.

BONUS POINTS:

Bonus points will be given for sampling sessions and use of social media posts creating the "Bee" excitement!

"BEE CREATIVE"

Most Creative Display:

1ST: \$300

2ND: \$200

3RD: \$100

HONORABLE MENTION:

\$50

"THE BEE COLONY"

Largest Display:

1ST: \$300

2ND: \$200

3RD: \$100

HONORABLE MENTION:

\$50

"BABY BEE"

Best Small Store Display:

1ST: \$300

2ND: \$200

3RD: \$100

HONORABLE MENTION:

\$50



For more information of tips on building an amazing SugarBee apple display, please contact your Four Seasons Sales Rep or Merchandiser.

Thank you for your continued support of Four Seasons Produce.



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