

PEIRONE + STEMILT APPLE CUP 2024

It's Apple & Pear Time!

Ship Dates
1/22-2/6
AD DATES
1/24-2/6



The Way

Capitalize on seasonality and tell the local story with a feature display, promoting multiple items. We will have 5 winners and 1 grand prize winner. Winners will be based on YOY sales increase and creativity of display.



Ad Items for the Promotion

CONVENTIONAL 8/5LB	CONVENTIONAL TP	CONV. APPLE SNAPPER 9/3LB	PEARS
Fuji: \$24.75	Cosmic Crisp: \$31.50	Fuji: \$22.50	Conv. D'Anjou 40lb \$35.00
Gala: \$24.75	Fuji: \$28.00	Gala: \$22.50	Org. D'Anjou 40lb \$41.75
Granny Smith: \$24.75	Granny Smith: \$28.00	Granny Smith: \$22.50	
Pink Lady: \$24.75	Pink Lady: \$28.00	Pink Lady: \$22.50	
Red Delicious: \$24.75	ORGANIC TP	ORG. APPLE SNAPPER 9/3LB	
ORGANIC 8/5LB	Fuji: \$32.50	Fuji: \$25.75	
Fuji: \$29.25	Gala: \$32.50	Gala: \$25.75	
Gala: \$29.25	Granny Smith: \$32.50	Granny Smith: \$25.75	
Granny Smith: \$29.25		Pink Lady: \$25.75	
Pink Lady: \$29.25			

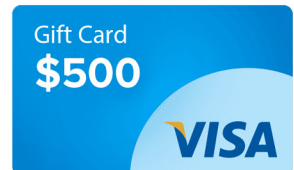


Prizes

Each ad banner winner will receive a **Solo Bonfire 2.0** in color of their choosing and **lunch for the produce department**

How you win the GRAND PRIZE

Winner will be based on display creativity and % of sales increase year over year in the apple and pear category. Winner will receive a **\$500 Visa Gift Card**



Please have display pictures emailed to myself, sarah.burns@stemilt.com by February 2nd