



Peirone Produce in partnership with KingsRiver will be sponsoring the annual Citrus Cup 2021.

All display pictures featuring Kingsriver product, submitted to Peirone from April 12th through April 27th will receive a KingsRiver "YETI" mug!

Based on year over year sales increases and display creativity, we will vote on a Grand Prize Winner as well as a winner per Ad Group.

Grand Prize will include all expense paid trip for the winning Produce Manager and Merchandiser for that group, to Calif to tour the Kings River Farm, plus a KingsRiver knife and pull over sweater.

There will be five 1st place prizes awarded for each Ad group as well. Each will receive a knife, Sweater and Yeti Mug?

Pre book sheet included for initial orders for April 12 and 19.....please contact the Peirone sales Team with any questions.