

PEAR-FECTLY DELICIOUS



PROMOTE HEALTH BENEFITS FOR HEALTHY PROFITS

Consumers are hungry for simple ways to improve their family's health, and the rainbow of fresh Northwest pear varieties packs a nutritious punch. Yakima Fresh's "**PEAR-FECTLY DELICIOUS**" campaign has just the right combination of consumer education and high-impact visual appeal — just watch your pear category sales and profits grow!

POINT OF SALE MATERIALS (PER STORE)

- One or two bundles of 250 high-graphic tote bags
- One or two high-graphic mini-bins
- One or two bundles of 250 high-graphic consumer pass-out brochures featuring health benefits, varietal uses and eating characteristics
- Two or four plastic brochure holders to affix to mini-bins
- One 3.5" x 11" varietal card describing each of ten popular varieties
- One or two 7" x 11" display cards
- One 22" x 28" double-sided floor display poster
- Versatile ad slick logos (available upon request)

MERCHANDISING

Utilize all of the POS materials and maintain your pop-up bin displays for the entire promotional period. Merchandise pop-up bins on one side of your produce table as shown below, on opposite sides, or as a stand-alone display.



Tote Bag



Pop-up Bin



Varietal Cards



Brochure



Display Card



Poster

