

B&J Ranch Citrus Display Contest February 10th – February 22nd

Veritable Vegetable has partnered with B&J Ranch to offer a seasonal promotion featuring B&J Ranch's citrus.

This is an opportunity for you to put on your creative caps and build a thoughtful display that will enhance customers' shopping experience and boost sales. The goal of each display is to highlight the value and versatility of B&J Ranch citrus.

About the Grower

B&J Ranch is a 25-acre farm located in the desert in the Coachella Valley near the Salton Sea in Thermal, California. B&J Ranch grows and packs highly coveted grapefruit, oranges, tangelos, and tangerines. Owned and operated by Bill Jessup, B&J Ranch has been in existence for 51 years. He also partnered with VV early on to market his fruit to customers; today, Bill sells exclusively to VV.



Contest Criteria

- Build a large or creative display of B&J Ranch citrus purchased from Veritable Vegetable in your department.
- Other non-featured items included in the display are not required to be purchased from Veritable Vegetable.
- Use point of sale signage provided by Veritable Vegetable to post on your displays, highlighting citrus and B&J Ranch.
- Other signage may be used in addition to the required point of sale signage provided by Veritable Vegetable.
- To enter the contest, send all display pictures to Jennifer Doan jdoan@veritablevegetable.com by **February 22nd**.

One winner will be selected for each of the following categories. Each winner will receive a \$250 VISA Gift Card.

Most Creative Display
Most Citrus Sold



Merchandising Tips

VOLUME

More product encourages larger purchases. Build and maintain a large enough display large enough to offer ample amounts for your customers to choose from.

COLOR CONTRAST

Pops of color are an effective way to draw attention to a display and also break up a sea of monochromatic produce.

SIGNAGE/LABELING

Customers want to be able to identify what they are buying, quickly. In addition to our provided signage, put up some of your own. Good signage is eye catching, easy to read and has all the relevant information.

SAMPLING

Encourage customers to try before they buy. Set up a sample area of the various fruit for customers to try.

RECIPES/TIPS

Print out recipe cards and provide storage and cleaning tips. The more familiar a customer is with an item, the more likely they will buy.

TRAINING

Make sure all of your staff is trained or gets a refresher on handling, sorting, and displaying the citrus. Encourage all staff to taste the item and practice describing the flavor and texture.

SOCIAL MEDIA

Now is the time to use it. Snap some photos of the citrus or your display and share it on your social media platforms. Aim for clear, high resolution images or videos with short, concise captions.