

Kid's GALAXY'S GREATEST APPLES® Promotion!



PROMOTE HEALTH BENEFITS FOR KIDS

Consumers are hungry for simple ways to improve their family's health... especially for their Kids! The rainbow of fresh Washington apple varieties packs the perfect nutritious punch. Yakima Fresh's KIDS "GALAXY'S GREATEST APPLES" PROMOTION campaign has just the right combination of high-impact visual appeal for the Kids, and also appeals to Mom and Dad in helping them make a healthy snack choice for their Kids.

POINT OF SALE MATERIALS (PER STORE)

- One or two high-graphic mini-bin sleeves (with four box sleeve set up instructions included for your produce managers)
- One or two bundles of 250 tote bags
- One or two bundles of 250 kid's coloring/puzzle books
- Two or four plastic coloring/puzzle book display holders to affix to mini-bins
- One or two 7" x 11" price cards

MERCHANDISING

Utilize all the POP materials and maintain your mini-bin displays for the entire promotional period. Merchandise mini-bins on one side of your produce table as shown below, on opposite sides, or as a stand-alone out of department display and watch your apple category sales and profits grow!

SEE REVERSE FOR STEP-BY-STEP MINI-BIN SETUP



Paper Tote Bag



Mini-Bin



Price Card



16 Page Game & Coloring Book