

Pear Up Pears

with USA PEARS

DISPLAY CONTEST



IT'S TIME TO PEAR UP!

HOW TO ENTER:

- 1** Build an eye-catching display of Anjou, Red Anjou, and Bosc USA Pears!
- 2** Keep your super cool display up for at least one week (7 days) during January 15 – March 31, 2016.
- 3** Submit a photo of your display along with the entry form to USA Pears by the deadline of April 15, 2016.

EVERYBODY WINS!

All who submit complete and eligible entries will receive a \$20 Amazon Gift Card as a reward for participating!

This national display contest is open to any store in the U.S. or Canada that wishes to participate. Void where prohibited by law or company policy. Prizes will be awarded per participant's company policy. One entry per store location.

Entries will be judged on a 100 point scale for appearance, creativity, and educational impact. See contest rules for details.

BONUS POINTS
CARRY TWO SIZES!

- 13 winners will be announced in each of the following categories:
- 1-5 cash registers
 - 6-9 cash registers
 - 10 or more cash registers

39 WINNERS

Need insPEARation? Pear Up with USA Pears POS Packs are available!
Call 503-652-9720 or visit trade.usapears.org/contest/ to order your free pack. Limit one per store.

\$16,530

IN PRIZES

Winners in each store category will receive:

- 1st Place: \$1,000
- 2nd Place: \$750
- 3rd Place: \$500
- 10 Honorable Mentions: \$150 each

PEAR UP WITH USA PEARS DISPLAY CONTEST OFFICIAL RULES

PARTICIPATION

The 2016 Pear Up with USA Pears Display Contest (“Contest”) is open to any grocery retailer located in the United States or Canada.

ELIGIBILITY

Entrants must be 18 years of age or over. Void where prohibited by law or company policy.

HOW TO ENTER

A complete entry will consist of a completed entry form and a good, clear photo that shows the entire display. Entries that do not meet all of the entry requirements will be disqualified.

Entries may be submitted online at trade.usapears.org/contest. Entries by mail are also permitted. Download and complete the entry form to submit by mail at trade.usapears.org/contest and mail to PBNW, attn: Display Contest, 4382 SE International Way, Ste A, Milwaukie, OR 97222. Only one entry may be submitted per store location. Incomplete entries will not be accepted.

DEADLINE

Deadline for entry is 11:59 pm Pacific on Friday, April 15, 2016. Winners will be notified no later than May 13, 2016. Winners will be posted on www.usapears.org/contest/

ENTRY REQUIREMENTS

Entrants should create and maintain a display of Anjou, Red Anjou, and Bosc USA Pears for at least one week (7 days) during the contest period of January 15, 2016 – March 31, 2016. Displays with additional varieties of USA Pears, such as Bartlett, Comice, Concorde, Forelle, Seckel, and/or Red Pears are encouraged. USA Pears are defined as fresh pears that are grown in Oregon and Washington. Imported pears or pears from other states do not qualify for this contest. Displays that feature bagged pears will qualify for bonus points. See “Entry Judging” below for details.

A Pear Up with USA Pears POS Pack is available by request. The pack contains several 7” x 11” header cards with recipe tearpads featuring Anjou, Bosc, and Red Anjou pears, plus a “Check the Neck for Ripeness” educational 7” x 11” header card. Limit one pack per store. Stores may generate their own point of sale materials and décor for their displays, as creativity is encouraged. Use of some or all of the materials in the Pear Up with USA Pears POS Pack is optional. Call 503-652-9720 or visit trade.usapears.org/contest/ to order your free POS pack.

ENTRY JUDGING

All eligible entries will be reviewed by Pear Bureau Northwest and/or its agents. All decisions are final, binding, and non-disputable. Entries will be judged on a 100 point scale based upon the following criteria:

- **Appearance** (50 points) – Does the display use an appropriate amount of Green Anjou, Red Anjou, and Bosc USA Pears? Is it neat, orderly, and well stocked? Are the pears shown in good condition? Is the display located in an eye-catching spot and of appropriate size?
- **Creativity** (25 points) – Is the display creative and unique?
- **Educational Impact** (25 points) – Is there an educational element that will help shoppers learn more about USA Pears? Does the display offer shoppers information about pear ripening/how to tell when a pear is ripe, pear usage in recipes, nutrition, flavor profiles, where they’re grown, or seasonality?
- **Carry Two Sizes** (5 bonus points!) – If you display two sizes of pears you will automatically receive 5 extra points. If displaying two sizes, one size should be 100s or larger and the second size should be 110s or smaller to qualify. Consider adding small sizes in bulk, bags, and totes for added impact.

Entries will be judged based on three store categories, with a total of 39 winners being named, 13 for each of the following store size categories:

- 1 – 5 cash registers
- 6 – 9 cash registers
- 10 or more cash registers

Sales results will not be considered in judging criteria.

PRIZES

Winners in each store category will receive:

- 1st Place:\$1,000
- 2nd Place:\$750
- 3rd Place:\$500
- 10 Honorable Mentions:..... \$150 each

All entrants who submit a complete and eligible entry will receive a \$20 Amazon.com Gift Card, while supply lasts.

Any and all taxes on total prize values are the sole responsibility of the winners. Cash prizes will be awarded by Pear Bureau Northwest subject to entrant’s company policy. The entrant is solely responsible for confirming pertinent policies and laws. If a winning entrant’s company prohibits the distribution of cash or other prizes, then the prize may be awarded to the company rather than the individual.

GENERAL CONDITIONS AND RESTRICTIONS

By submitting an entry, each entrant grants Pear Bureau Northwest non-exclusive rights to use the information and images included in the entry and any resulting prize information for advertising and promotional purposes.

Pear Bureau Northwest and its respective partners are not responsible for lost, late, incomplete, stolen, inaccurate, misdirected, or undelivered entry materials; or errors or problems of any kind in connection with this Contest.



Pear Bureau Northwest/USA Pears
4382 SE International Way, Suite A
Milwaukie, OR 97222 USA
trade.usapears.org

Pear Up Pears

with USA PEARS

DISPLAY CONTEST

ENTRY FORM

ENTER ONLINE AT TRADE.USAPEARS.ORG/CONTEST/
OR COMPLETE AND MAIL THIS FORM.

Name _____

Title _____

Store Name _____

Store Number _____

Store Street Address _____

Store P.O. Box (if applicable) _____

City, State, Zip _____

Email Address _____

Phone Number _____

Number of Cash Registers in your store:

1 - 5

6 - 9

10 or more

Start Date for Display _____ End Date for Display _____

Varieties of Pears in Display
(check all that apply)

Anjou (required)

Red Anjou (required)

Bosc (required)

Bartlett

Red Bartlett

Comice

Concorde

Forelle

Seckel

Starkrimson

Other _____

How did you hear about the display contest?

Pear Bureau

Co-Worker

Trade Show

Flyer

Read an Article about the Contest

USA Pears Website

Produce Wholesaler

Other _____

BONUS: Does your display feature two sizes of pears (over 90 and under 110)?

Yes No

OPTIONAL: _____

Pear Sales for the duration of the display listed above
Pear Sales for same time period in 2015
Is this figure in dollars, boxes, lbs, or number of pears?

AT LEAST ONE PHOTO OF YOUR DISPLAY MUST BE ATTACHED TO QUALIFY.

MAIL TO:

PBNW, attn: Display Contest, 4382 SE International Way, Ste A, Milwaukie, OR 97222 USA

DEADLINE: APRIL 15, 2016