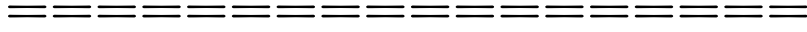




NOT just any peach...A JERSEY FRESH PEACH!
juicy...nutritious...delicious...the best!

STORE DISPLAY CONTEST



ENTER THE 2011 STORE DISPLAY CONTEST

August is *Jersey Fresh Peach Month...* To celebrate, the New Jersey Peach Promotion Council is launching a supermarket Peach Display Contest, with cash prizes for the best display. Open to all New Jersey/New York/Philadelphia metro area grocery stores and supermarkets. Awarded will be one grand prize, one second prize, one third prize.

To enter the Jersey Fresh Peach Month Display Contest, simply create an attention-getting display that promotes Jersey-grown peaches and include a Jersey-fresh Peach ad or other mention in your store circular.

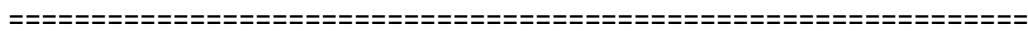
Display must run for at least 2 weeks, between July 25 and August 31. Hopefully, it will run for four weeks, through August.

Display suggestions: peach photos blown up as posters (downloadable from website jerseypeaches.com), brochures, recipe booklets (all available from New Jersey Peach Promotion Council), Jersey Peach banners (available from Jersey Peach Council on loan), peaches in baskets, names and photos of grower-suppliers, peach complementary products (peach baked goods, whipped cream, shortcake mixes, peach teas, peach nectars -- whatever piques the imagination of your store's produce departments.

You might also display name and photo of farm that provides your Jersey peaches. Shoppers increasingly like to see where their produce comes from.

You might have some fun recruiting display partners.

You might include menu and meal suggestions, using peaches (remember, recipe books are available free of charge)



Prize Categories include:

1st Place \$500.00 cash

2nd Place I-PAD

3rd Place digital camera

▪Read and follow the contest rules regarding the completion of the entry form. (see page 2)



CASH PRIZE CONTEST RULES

CONTEST IS FOR RETAIL SUPERMARKET CHAINS & INDEPENDENTS ONLY
Brokers and direct sales representatives do not qualify.

IMPLEMENTING YOUR DISPLAY FOR JUDGING:

- 1. Your Jersey-Fresh Peach Celebration display must be in place for at least two weeks, hopefully 4 weeks, between July 25 and August 31, 2011.**
- 2. Displays must be based on Jersey-grown peaches**
- 3. You may use any NJ Peach Promotion Council point-of-purchase materials or print collateral and/or make your own creative display pieces.** NJ PPC can assist with banner (on loan), free brochures, recipe booklets, price cards, peach photos (these can be downloaded at jerseypeaches.com or supplied in print form).
- 4. A Jersey-fresh peach ad or other Jersey-fresh peach notice must appear in your store circular.**
- 5. Entry judging will be done by representatives of NJ PPC and NJ Dept of Agriculture. Entries will be judged on the following criteria:**
 - **volume and variety of fresh peaches (yellow, white, flat, nectarines)**
 - **eye-catching display--crepe paper garlands, balloons, signage, etc.**

SUBMITTING YOUR DISPLAY FOR JUDGING:

- 1. ALL entries MUST INCLUDE A COMPLETE OFFICIAL ENTRY FORM or photocopy of same; documentation with at least 4 photos of your display and tear sheet from your store circular mentioning Jersey-fresh peaches and name of farm or farms that supplied your peaches.**
- 2. Entries must be received no later than Oct 1st, 2011. All winners will be notified by Dec 15, 2011 NJ PPC is not responsible for lost, late or misdirected mail.**
- 3. Mail entries to:** New Jersey Peach Promotion Council, 1200 North Delsea Drive, Clayton, NJ 08312
- 4. Email entries accepted** info@jerseypeaches.com
- 5. Contest Questions to:** Pegi Adam, 973-744-6090 pegi@mountsnow.org
- 6. Prizes will be awarded subject to your company's policies regarding distribution of such awards. It is the entrant's sole responsibility to conform to such policies. Taxes are the sole responsibility of the cash prize winners.**
- 7. Take high-quality photos, and use close-ups to accent details not visible in your wide, all-inclusive or size enhanced photos. Be sure to put your name, address, store name and business telephone number on the back of each photo.**
- 8. Entries and commentaries become the property of New Jersey Peach Promotion Council, including all advertising and promotional rights, and will not be returned. NJPPC reserves the right to use owner's name/photos for publicity purposes without further compensation. Contest is void where prohibited by law or restricted by store policy.**



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**STORE DISPLAY CONTEST
ENTRY FORM FOR THE 2011 DISPLAY CONTEST**

Market Name _____

Market Contact Name _____

Market Address _____

Market Contact Phone Number _____

Market contact email address _____

Display Product Partners _____

Description of Display (including store circular mentioning Jersey-Fresh peaches, any news clips or news releases mentioning contest) _____

Photos (number each photo and caption it, identifying people in photos. Submit as many photos as you like)

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____