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## **National Apple Month Announces Annual Retail and Military Display Contest Winners**

*Vienna, VA* - Today the National Apple Month program announced the winners of the fall 2010 National Apple Month retail and military display contest. The annual contest provided retailers and the apple industry with an opportunity to showcase apples and apple products along with partner products Marzetti Caramel Apple Dips, Smucker's Natural Peanut Butter and JIF Natural Peanut Butter. These well-established brands are perfect partners for the promotion since their products complement apples perfectly.

Vying for more than \$4,000 in prizes in the display contest were retailers from across the country. From September through November, entrants built displays in their stores that prompted consumers to buy more apples, apple products, Marzetti Caramel Apple Dip, Smucker's Natural Peanut Butter and JIF Natural Peanut Butter. These displays helped boost sales and increase bottom-line profits.

Timothy Hassler from **Ferguson and Hassler, Inc.** in Quarryville, PA, submitted the winning entry for stores with 10 or more registers. The entry featured 12 different varieties and point of sale materials touting the health benefits of apples. To increase consumer awareness of National Apple Month, Timothy included a "Vote for your Favorite Apple contest" which encouraged consumers to purchase and try many of the different varieties.



Ferguson & Hassler, Inc., Quarryville, PA



G.F.F. Foods in Moore, OK

Capturing the first place finish in the division of stores with nine and fewer registers for the second year in a row was **G.F.F. Foods** in Moore, OK submitted by David Dozier. G.F.F. Foods saw apples sales lift over the previous year due in part to the 20 different varieties he offered as well as the unique displays he built around a fire department theme with the clever slogan "Sound the alarm! Apples are hot stuff!"

For the military display contest, Anthony Chaki from **Offutt Air Force Base** in Nebraska won for the western region. He submitted an entry centered on an “As American as Apple Pie” theme while Larry Bentley from **Jacksonville NAS** in Florida won for the eastern region. His entry brought apples to the center of the produce section.



Offutt Air Force Base in NE



Jacksonville NAS in FL

The top five-place winners in each division of the 2010 NAM retail display contest are:

#### Small stores

- 1<sup>st</sup> place: G.F.F. Foods in Moore, OK; entry coordinator, David Dozier,
- 2<sup>nd</sup> place: Ridgway BiLo in Ridgway, PA
- 3<sup>rd</sup> place: Windsor Big-M in Windsor, NY
- 4<sup>th</sup> place: Boonville Big-M #820 in Boonville, NY
- 5<sup>th</sup> place: Mikes BiLo in Reynoldsville, PA

#### Large stores

- 1<sup>st</sup> place: Ferguson and Hassler, Inc in Quarryville, PA
- 2<sup>nd</sup> place: Marshalltown Hy-Vee in Marshalltown, IA
- 3<sup>rd</sup> place: Windsor Heights Hy-Vee in Windsor Heights, IA
- 4<sup>th</sup> place: Hy-Vee in Urbandale, OK
- 5<sup>th</sup> place: Tops #565 Waterloo in Seneca Falls, NY

Judging of the National Apple Month annual display contest took place on Thursday, February 4<sup>th</sup> at the U.S. Apple Association headquarters in Vienna, VA. This year’s panel of judges included (from left) Gordon M. Hochberg from *The Produce News*; Melissa Musiker, Director of Science Policy, Nutrition and Health at the *Grocery Manufacturers Association*; (USApple’s Allison Parker);



Renée A. Bullion, East Coast Development Director at the *Produce for Better Health Foundation*; and David G. Fikes, Director of Consumer and Community Affairs and Social Responsibility at the *Food Marketing Institute* (not pictured: Ray Gilmer, Vice President, Communications at the *United Fresh Produce Association*).

National Apple Month thanks the judges and the sponsors of this year's Retail and Military Display Contest for their time, effort, and assistance.



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The National Apple Month Program (NAM) is a separately funded and distinct program of the US Apple Association. It is the generic marketing and promotional program for the domestic apple industry which offers promotional and recognition programs.

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