



NATIONAL APPLE MONTH

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National Apple Month Announces 2011 Retail Display Contest

Marzetti®, *Smucker's®* and *Jif®* partner with National Apple Month to encourage consumers nationwide to “Host an Apple Pairing Party” this October

VIENNA, Va. – July 6, 2011 – Some things just go together, like apples, caramel and peanut butter. That’s why National Apple Month (NAM) has teamed up with Marzetti®, Smucker’s® and Jif® for a national retail and military commissary display contest with \$14,000 in prizes.

The 2011 NAM theme, “Host an Apple Pairing Party,” aims to capture the imagination of produce managers, pique the interest – and palates – of consumers, and ultimately increase sales of U.S. apples and apple products this October.

Produce managers can visit USApple.org/national for professionally designed banners, posters and a pairing menu that can help them cross-merchandize U.S. apples and apple products with Jif, Smucker’s and Marzetti products. “The unique point-of-sale materials will help produce managers bring the ‘pairing party’ concept to life,” says Allison Parker, MS RD, director of consumer health and education at the U.S. Apple Association, the nonprofit trade association for the apple industry administering the display contest.

“For instance, our downloadable menu spotlights apple varieties expertly paired with our sponsors’ products and other simple ingredients widely available in grocery stores,” Parker says. “Incorporated into a display, this menu can really inspire consumers to experiment with U.S. apples, apple products and the featured ingredients. Plus, several of the pairings are conducive to in-store sampling.”

To be considered, participants must have a display in place at least two weeks (14 days) between September 1 and November 30, 2011. Entry materials must demonstrate the use of apples, apple products and sponsored products, while also indicating sales increases. Entries must be postmarked or emailed by January 15, 2012, and winners will be announced on or before January 31, 2012. For registration details, visit USApple.org/national.

About National Apple Month:

Founded in 1904, National Apple Month is the only national, generic apple promotion in the United States. NAM was created to increase apple industry sales, consumer awareness and usage of apples and apple products.

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