

AMERICAN DREAM[®]

★ FRESH FRUIT ★

Explosive

SUMMER SALES FOR JULY 4TH



AMERICAN DREAM®

★ FRESH FRUIT ★

DISPLAYS DRIVE SALES

UP TO 30% MORE! CAPTURE IMPULSE PURCHASES.

A PATRIOTIC BILLBOARD TO HONOR OUR SOLDIERS AND CELEBRATE OUR INDEPENDENCE

Give your customers something exciting to celebrate this Independence Day with CMI's apples and cherries. Cross-promote apples and cherries to add more power to your sales.



WAYS TO PARTICIPATE

CREATE AN EVENT

- Feature CMI's American Dream® boxes for a promotional period customized to your stores.

SALES CONTESTS

- From cash prizes to trips to Washington State, work with CMI to **customize contests** based on sales performance that reward activity and success in your stores.

DISPLAYS

- **Get Creative!**
- **Build eye-catching retail displays** showing CMI's American Dream® apples and cherries and retail point-of-sale materials in your stores.
- Customize Produce Manager **display contests** with prizes that invigorate participation.
- Work with CMI to establish an in-store **customer promotion** with prizes and giveaways to drive excitement.

2-BOX SHIPPER

available for apples and cherries

LIMITED AVAILABILITY - WHILE SUPPLIES LAST!

POS MATERIALS



TRI-WALL BIN
available for apples
100 AVAILABLE



APPLES



A portion of proceeds from the sale of each box will be donated to causes that support military families & veterans.

DISPLAYS

Get creative and let your patriotism shine!
Try cross-promoting with other items in your stores.

PACKAGING



2 lb. POUCH BAG



3 & 5 lb. POLY BAGS



STANDARD CARTON (40 lb.)



EURO CARTON



EURO CARTON LID



CHERRIES

A portion of proceeds from the sale of each box will be donated to causes that support military families & veterans.

PACKAGING



POUCH BAGS
2.25 lb. RED • 1.25 lb. RAINIER



1 lb. CLAMSHELLS



EURO CARTON



BULK CHERRY CARTON

DISPLAYS

American Dream® boxes create eye-catching displays!





CMI'S AMERICAN DREAM® label was created to show support of military families, veterans, and patriots of our great nation. Get behind this feel-good program, give back to your communities and *stir up excitement in-store*.

INTERESTED IN A PROMOTION?

CONTACT YOUR CMI SALES REP AT (509) 663-1955
TO CREATE A CUSTOM PROMOTION TODAY!

® CMI ORCHARDS LLC. | WENATCHEE, WA 98801 | (509) 663-1955