**Skylar Rae® Cherries: Retail Demo Toolkit**

**Brand Name:** Skylar Rae® Cherries

**Product Name:** Skylar Rae® Cherries

**CMYK Brand Colors:**

**Black** = C0, M0, Y0, K100

**White** = C0, M0, Y0, K0

**Call to Action Copy:**

**Headline:** Introducing Skylar Rae® Cherries

**Subheading:** The Sweetest Cherry You’ll Ever Eat

**Legal lines:** Skylar Rae® is the trademark name for Tip Top cultivar cherries.

**Overview & Objective of Demo**: Introduce shoppers to Skylar Rae® cherries, the sweetest cherry you’ll ever eat! This beautiful, bi-colored cherry comes off the tree with high sugars and are also very crisp (the firmest cherry Stemilt grows). If consumers have a sweet tooth, then they won’t go wrong with this uber sweet cherry that is available for a limited amount of time each summer!

**Selling Points:** (Point in BOLD is the single most important point to communicate)

1. **Skylar Rae® cherries are the sweetest cherry you’ll ever eat! This bi-colored beauty comes off the tree with high sugars and a crisp bite.**
2. This cherry was discovered growing by chance in an orchard in Wenatchee, WA. It was surrounded by dark-sweet cherries!
3. Skylar Rae® cherries are genetically different from Rainier cherries and other sweet cherry varieties.
4. It’s best to enjoy Skylar Rae® as a fresh snack or in a salad. Don’t bake with this one!
5. Skylar Rae® is not a GMO cherry.

**Suggestion for Side of Cart Signage:** (brand tagline, approved claims, recipes, tips, website, etc.)

* Skylar Rae®: Meet the sweetest cherry you’ll ever eat!
* Skylar Rae® cherries come off the tree with high sugars and are also very crisp (in fact, they are the firmest cherry Stemilt grows).
* It’s best to enjoy Skylar Rae® cherries as a snack. They taste best straight out of hand or added into a salad.
* Learn more at: [Stemilt.com/sr](https://www.stemilt.com/fruits/cherries/skylar-rae-cherries/)

**Suggested Sampling Instructions:** Right before sampling, be sure to wash cherries with cold water. Once washed, allow to air dry as much as possible and place one cherry into small cup. Be sure to warn people that there are pits in Skylar Rae® cherries.

**Customer Survey Questions:** (For demo team to ask shoppers)

* What did you think of the Skylar Rae® cherries?
* Do you plan on buying Skylar Rae® cherries today?
* Would you recommend Skylar Rae® cherries to a friend or family member?
* Do you purchase cherries when they are available?
* Have you heard about Skylar Rae® cherries before? If so, where?