**Kyle’s Pick® Cherries: Retail Demo Toolkit**

**Brand Name:** Kyle’s Pick® Cherries

**Product Name:** Kyle’s Pick® Cherries

**CMYK Brand Colors:**

**White** = C0, M0, Y0, K0

**Burgundy** = C33.2, M100, Y85.55, K50.39

**Call to Action Copy:**

**Headline:** Kyle’s Pick® Cherries

**Subheading:** The best cherries are the ones that are picked by 4th generation cherry grower, Kyle Mathison

**Legal lines:** N/A

**Overview & Objective of Demo**: Introduce shoppers to Kyle’s Pick® cherries. These cherries hail from Washington State and are carefully picked for size, flavor, and firmness. If they like the cherries, encourage them to buy Kyle’s Pick® cherries today because this brand’s season is short!

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

1. **Kyle’s Pick® cherries hail from Washington State. Stemilt reserves its best cherries – large-sized, firm, and full of dessert flavors – for these specially marked Kyle’s Pick® packs.**
2. Kyle’s Pick® is named after 4th generation cherry grower Kyle Mathison. Many of the cherries in these packs were picked by Kyle himself, and every cherry meets his high standards for being ‘World Famous.’
3. Kyle’s Pick® cherries have a short season. They are available in July.
4. Stemilt is a family-owned company whose founders have farmed cherries for more than a century!

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

* Kyle’s Pick® cherries hail from Washington State. Stemilt reserves its best cherries – large-sized, firm, and full of dessert flavors – for these specially marked Kyle’s Pick® packs.
* Kyle’s Pick® cherries have a short season. They are available in July.
* Enjoy Kyle’s Pick® cherries for a fresh snack or top them on ice cream. You can also enjoy in any recipe, or put them up for later in the year by freezing them.
* Share your Kyle’s Pick® cherry experience with @Stemilt on Facebook and Twitter, or @StemiltFruit on Instagram.
* Learn more at: <https://www.stemilt.com/fruits/cherries/kyles-pick-cherry-program/>

**Suggested Sampling Instructions:** Rinse cherries under cold water just prior to sampling. Place 1-2 cherries, with stems attached, into a short paper cup (similar to what a restaurant would serve salad dressing in). Be sure to explain to customers sampling the cherry that there is a pit inside the fruit!

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

* What did you think of Kyle’s Pick® Cherries?
* Do you plan on buying cherries today?
* Would you recommend these cherries to a friend or family member?
* Do you usually purchase cherries when they are in season?