

# Marketing & Merchandising

Stemilt's in-house marketing team and field merchandisers provide custom service to our retail partners when it comes to:

- Developing promotion planners
- Evaluating your category data and performance
- Making recommendations for varieties and segmentation
- Supporting creative sales and display contests
- Providing POS and merchandising displays for large promotions
- Educating produce teams via virtual or in-person classes or Stemilt U Online
- Supporting social media channels with custom content (videos, photos, etc.)
- Building consumer awareness for brands via experiential marketing in-stores or in key markets
- Working with dietitian and health teams to promote apples and pears
- Assisting e-commerce platforms with content and digital advertising
- Running effective campaigns to give our branded item (Lil Snappers®, Rave®) a boost in your market area
- Educating consumers about fruit and farming on our own digital platforms to inspire fruit purchases

