



I ♥ Pears



I ♥ Pears Promotion

Give shoppers more reasons to say, **"I Love Pears,"** by adding new ways to drive category sales.

Tap Into New Pear Sales

New research from Numerator and Pear Bureau Northwest reveals untapped opportunities for pears at breakfast and mid-morning snacking, as well as creating appeal among health-conscious shoppers. Stemilt's January February "I ♥ Pears" program helps you capture these occasions with easy-to-execute, high-impact promotions.

Program Timing

Run multi-ad pear promotions January – March 2026.



Breakfast Promotions

Inspire shoppers to start their day with pears by showcasing simple ways to add pears to breakfast. Showcase the flavor profiles of pears and best eating practices, demo recipe inspirations, and build the big displays shoppers need.

What you could cross merchandise with:

- Oatmeal
- Yogurt Parfaits
- Cereal
- Smoothie Ingredients

Valentine's Day + Heart Health Month

Red Pears are a natural match for heart-themed displays and promotions. Information on pear nutrition can spark the conversation. Display pears with other red/pink fruits to highlight the month of the hearts!

Highlight:

- Valentine's Day "I ♥ Pears" moments
- The heart-healthy benefits of pears (high fiber & nutrients)
- Easy snacking ideas for health-conscious shoppers

Merchandising Support

You'll receive the tools needed for seamless in-store execution:

- Pear POS for in-store activations
- Display bins for added visibility
- Digital assets tailored for your needs
- Marketing support (press and social coverage amplifying "I ♥ Pears")
- Ideas for tying pears into season and holiday moments

