



Honeybear® Brands

FOR IMMEDIATE RELEASE

Go for the Gold!

**Honeybear Brands Challenges Retailers to a Winner-Take-All Display Contest,
Just in Time for the Winter Olympics**

Elgin, Minn., Q1 2026 – As Team U.S.A prepares to win big at the Winter Olympics in Italy, Honeybear Brands® throws down its own challenge this February. The leading grower, marketer, and developer of premium conventional and organic apples, pears, and cherries invites produce teams at retailers across the country to create an award-winning, gold-medal-worthy apple display.

“We’re challenging our retail customers to build creative, Olympic themed apple displays that incorporate our Honeybear gold boxes or branding, engage with shoppers and move apples this February. We want teams to pull out all the stops and go for the gold!” said Chuck Sinks, president of sales and marketing for Honeybear Brands.

Honeybear will award a single lucky winner a \$1,000 airline gift card, to be used at the winner’s discretion.

To enter, simply snap a photo of the apple display and submit the photo to The_Den@honeybearmarketing.com by February 28. Include the store name, address and contact information. Honeybear will notify the winner by March 5. Reach out to your Honeybear representative with questions at The_den@honeybearmarketing.com

About Honeybear Brands

Honeybear Brands is a multi-generational grower, marketer, and innovator of premium conventional and organic apples, pears, and cherries. With operations rooted in the world's finest growing regions, Honeybear combines sustainable farming practices with state-of-the-art packing facilities strategically located across the U.S. to deliver fresher, faster, and packed-to-order fruit. A robust year-round import program further ensures consistent supply and exceptional quality for retail partners and consumers alike.

Honeybear Brands is a wholly owned subsidiary of Wescott Agri Products.

For more information about Honeybear, visit www.honeybearbrands.com. Please contact your Honeybear representative for more information. Honeybear® is a trademark of Wescott Agri Products.