



Go Green, Go Bold!

Peru Asparagus Display Challenge

October 9-11, 2026



The Peruvian Asparagus Importers Association (PAIA) is celebrating its 25th year with a Retail Display Contest. During October 9-11, pull out your best creative merchandising moves to build an impactful display of fresh vibrant asparagus from Peru.

CONTEST CRITERIA:

- ✓ Build a visible display of fresh Peruvian asparagus.
- ✓ All displays must remain up for a minimum of 2 days during the October 9-11th weekend.
- ✓ All product MUST be purchased through a PAIA member.
- ✓ Email Submission Form and 1 - 3 display photos by 3pm EDT October 12th to: asparagusdisplaycontest@gmail.com.
- ✓ Winners will be announced the week of October 19th.



8 PRIZES AWARDED OVER FOUR REGIONS: Northeast, Southeast, Central, & West

BEST OVERALL DISPLAY IN EACH REGION WINS A \$500 GIFT CARD.

RUNNER-UP IN EACH REGION RECEIVES A \$300 GIFT CARD.

Digital Point-of-sale (POS) materials from PAIA are available for print and use from any PAIA member or from PAIA directly. Stores may create their own POS materials as long as they promote Peruvian Asparagus. Creativity encouraged!

For more information visit:

www.peruvianasparagusimportersassociation.com/contest

Go Green, Go Bold! Peru Asparagus Display Contest Rules

Only retailers and stores located in the 50 United States are eligible to enter. Display must feature fresh asparagus from Peru, obtained from a Peruvian Asparagus Importers Association (PAIA) member. Display must be in place for at least 2 days of the October 9-11 weekend. Only one entry per store location may be submitted. Entries will be judged and prizes awarded by PAIA staff. All decisions are final. Entries will be judged on the following criteria: overall visual appeal of the display, creativity of the display, & effectiveness of the display in prompting shoppers to explore asparagus. Entries must be received via contest email (asparagusdisplaycontest@gmail.com) no later than 3pm EDT on October 12, 2026. Late submissions will not be valid. Winners will be announced and notified by email the week of October 19th. Winners will also be posted on the PAIA website. All entries must include at least one photo of the display. Up to three photos per entry will be accepted. Photos must be submitted in digital format via email. PAIA is not responsible for undelivered or lost email entries. Entries become the property of PAIA and will not be returned. Those entering give PAIA permission to use the photos included in the entry for publicity purposes. Gift card prizes will be awarded subject to your company's policies regarding distribution of such awards. Void where prohibited by company policy, or by law. It is the entrant's sole responsibility to confirm such policies or applicable laws. Taxes are the sole responsibility of prize winners. Prizes will be awarded to the department head or responsible party as indicated on the submission form. It is the responsibility of the department head/responsible party to share the prize per store policy.