



AN EXCEPTIONAL EATING
SAGE FRUIT COMPANY
 EXPERIENCE
FEBRUARY 2012

SPOTLIGHT ON FRUIT:

WXF PREMIUM SONYA APPLES

SONYA CHARACTERISTICS:

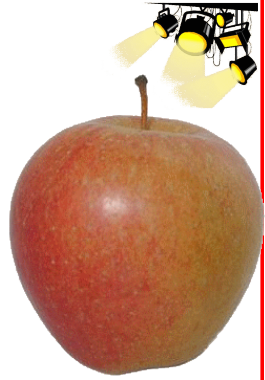
CROSS BETWEEN GALA AND RED DELICIOUS

EXCEPTIONALLY SWEET

EXTREMELY FIRM WITH GOOD CRUNCH

RED BLUSH OVER YELLOW BACKGROUND

DEVELOPED IN NEW ZEALAND



DATES TO REMEMBER:

- 02/05 - SUPER BOWL SUNDAY.
- 02/08 - VALENTINES DAY ADS.
- 02/11 - 3 DAY SONYA SALE FOR VALENTINES
- 02/14 - VALENTINES DAY CELEBRATION.
- 02/20 - PRESIDENTS DAY CELEBRATED.
- 02/21 - FAT TUESDAY CELEBRATIONS.
- 02/26 - NASCAR BEGINS AT DAYTONA

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1 FIRST OF THE MONTH STOCK UP 8# FUJI SALE	2 GROUND-HOG DAY	3 	4
5 SUPER BOWL SUNDAY	6	7	8 VALENTINES DAY ADS	9 	10 	11 3 DAY SONYA SALE FOR VALENTINES
12 PEBBLE BEACH AT&T FINALS	13			14	15 PRESIDENTS DAY ADS	16 3 DAY BOSC PEAR SALE
19 	20 PRESIDENTS DAY	21 FAT TUESDAY	22 ASH WEDNESDAY	23	24 FLAG DAY	25
26 NASCAR AT-DAYTONA	27					

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