



## **SweeTango: 2015 Selling Season Social Media Messages**

*Sample tweets and Facebook posts to use while SweeTango apples are available in stores in your region*

### **Growers**

The @SweeTango apples are ready. We're shipping apples now...check your favorite grocer and pick up the apple everyone's raving about!

Want to make your taste buds dance? Pick up some of our flavorful @SweeTango apples at [insert grocery store names]!

Our @SweeTango apples are back! Treat yourself while they last at [insert grocery stores names]!

It's @SweeTango season! These are seasonal apples... so stock up while you can.

The best season has arrived... @SweeTango season! Crisp. Juicy. Flavorful. Check your favorite grocer and try them for yourself!

Crisp and sweet with a lively touch of citrus, honey and spice. Visit [insert store name] and bite into a @SweeTango apple today!

### **Grocers**

The @SweeTango is back, and better than ever! Cruise by our produce aisle and treat yourself to the apple everyone's raving about!

Want to make your taste buds dance? Pick up some flavorful @SweeTango apples from our produce aisle today.

Crisp and sweet with a lively touch of citrus, honey and spice. Swing by our produce aisle and bite into a @SweeTango apple today!