



Fresh Citrus News

Oranges

Navels

- ◆ We are seeing a size shift to larger fruit as the season progresses.
- ◆ Good promotional availability on 72's and larger going forward.
- ◆ Fruit color and eating quality are both excellent.
- ◆ Most packs resulting in a 72/56/88 peak or 72/88/56.
- ◆ We have several themed packaging options to help drive seasonal sales, including the new "Chair Lift" value carton and "Winter" value carton.
- ◆ Lunar New Year is February 16th. This year, we have a whimsical "Year of the Dog" and "Coin" value carton to celebrate.
- ◆ "Peak of Season" flavor is here! "Peak of Season" Giro materials are available to inform the consumer of the excellent flavor.



Organic Navels

- ◆ Good volumes are now available.
- ◆ Fruit size is currently a 72/56/88 peak.

Cara Caras

- ◆ There is very good demand coming into the New Year.
- ◆ Fruit has exceptional flavor with excellent interior blush.
- ◆ Crop is slightly lighter this year with similar size structure as navels.
- ◆ Larger sizes will offer the best promotional opportunities going forward.
- ◆ Organic Cara Caras are now available in limited supply.



Sunkist

DISCOVER THE GREAT FLAVORS OF CITRUS

- NAVEL ORANGE**
Classic sweet-tart orange flavor. Seedless, juicy and perfect for snacking or recipes.
- CARA CARA NAVAL ORANGE**
Extremely sweet orange flavor with low acidity, and a unique pink interior from the natural presence of lycopene.
- MORO BLOOD ORANGE**
Savory orange flavor, with a hint of raspberry, this eye-catching variety ranges in color from pale gold to deep maroon.
- MINNEOLA TANGELO**
Bold, tangy, easy-to-peel and extremely juicy, this distinct citrus variety is a cross between a grapefruit and a mandarin.
- LEMON**
Crisp aroma with a distinctly tangy flavor that makes everything taste better, including water and other beverages, seafood, salads and more.
- CALIFORNIA STAR RUBY GRAPEFRUIT**
Distinctive sweetly tart grapefruit flavor, rich ruby color from spring to summer.



Fresh Citrus News

Oranges Cont.

Bloods

- ◆ We are now in full production.
- ◆ The fruit has excellent flavor and interior blush.
- ◆ Sizes are peaking 113/88/138.



Lemons

- ◆ Sunkist Lemons are ready to enhance all of your 2018 meals and cocktails!
- ◆ We are now shipping US grown Lemons, Organic Lemons, Meyer Lemons, Seedless Lemons and Pink Lemons.
- ◆ Sunkist Square Bins are designed to hold one 40 pound carton of lemons and are very versatile utilizing a small footprint. These bins can be placed all around your store in areas supporting drivers of lemon demand such as the seafood section and liquor department!



Limes

- ◆ Sunkist can deliver full loads of robust limes of unsurpassed quality to your door step. We also ship limes loading with our Sunkist lemons in Ventura County, California. In addition, we are shipping Sunkist limes from Hidalgo County, Texas and Lancaster County, Pennsylvania. The 10# box is a great alternative for a faster rotation fitting the small shelf-storage spaces.





Fresh Citrus News

Mandarins



Delite Mandarins

- ◆ Sweet and juicy, this deep orange, smooth skin piece of fruit is perfect for any snack.
- ◆ Please check with your Sunkist Sales Rep for availability and pricing.
- ◆ Sizes are peaking on 21/24/28 followed by size 18.
- ◆ The fruit has been eating exceptionally and quality has been nothing but superb.
- ◆ Quarter bins and display bins are available for use.
- ◆ POS material along with promotional programs, in-store advertising and sampling are available.



Organic Mandarins

- ◆ Organic Tangos had their first harvest this week.
- ◆ Sizes peaked on 28/32/36 followed by 24.
- ◆ Fruit will be packed in mandarin cartons along with net bags.
- ◆ Organic program are increasing each year, don't miss out on this great tasting piece of fruit.
- ◆ All fruit will load out of the San Joaquin Valley.



Tangerines

Fairchilds

- ◆ A hybrid of the Clementine and Orlando tangelo, this bright orange exterior colored fruit is best described as spicy and tart!
- ◆ The house is on a final floor count.
- ◆ Sizes MAM/JMB/LGE are available with good hot buys on MED/SML.
- ◆ All fruit will load out of Yuma, Arizona.

Tangelos

Minneola Tangelos

- ◆ A cross between a grapefruit and a tangerine, these minneolas have a deep orange exterior and have great juice content.
- ◆ Both southern facilities are peaking on larger sizes.





Fresh Citrus News

Tangelos Cont.

Minneola Tangelos Cont.

- ◆ Fruit is peaking on 64/80/56 followed by 48.
- ◆ Look out for some hot buy opportunities on 48's and larger followed by Choice fruit.
- ◆ San Joaquin Valley houses will begin packing next week with limited volume. More fruit will be available the week of January 22nd.
- ◆ New display bins are available along with promotional programs and POS material. Ask about our header cards and channel rails.
- ◆ Check with your Sunkist Sales Rep for availability and pricing.

Organic Minneola Tangelos

- ◆ Our southern facility is continuing to harvest organic minneolas.
- ◆ Sizes are peaking on 64/80 followed by size 56.
- ◆ We have 4 more weeks left of shipments.
- ◆ Organics are on the rise, get this bold and tangy piece of fruit in your store today.
- ◆ Check with your Sunkist Sales Rep for availability and pricing.

Grapefruit

Texas Grapefruit

- ◆ Good volumes of Texas Rio Red Grapefruit are available.
- ◆ Promotional volumes are available on Choice cartons and bags.
- ◆ Healthy Eating promotions will be running for the next four weeks.
- ◆ Sizes are peaking 36/40/32 and mostly Choice Grade.
- ◆ Early Marrs juice oranges are also available.

Florida Grapefruit

- ◆ Limited supplies of Florida Grapefruit are available.
- ◆ Sizes are peaking 48/56/40 with only US Grade 1 being packed.
- ◆ Also available in Florida: Hamlin Juice Oranges.





Fresh Citrus News

Specialty Citrus



Pummelos

- ◆ Sunkist has good volumes of Pummelos.
- ◆ The balance of the crop will be smaller in size, peaking 14/18/23 with mostly Sunkist grade in the pack outs.
- ◆ CNY promotions have begun and demand is at peak of season.
- ◆ This fruit has a nice sweet taste with a mostly yellow exterior.

Marketing Update

It's time to tangelo! Sunkist Minneolas tangelos are in season now, so take advantage of this distinctive specialty citrus variety while it's available.

Bold, tangy and bursting with juice, Minneolas are a cross between a tangerine and a grapefruit. Identified by a knob-like formation at the stem, this easy-to-peel fruit contains 100% of your daily Vitamin C requirements – making them a delicious *and* healthy snack.

Learn more about Minneolas on [Sunkist's website](#).

