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news release

FOR IMMEDIATE RELEASE

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Sunkist® Seasonal Citrus Brightens Canadian Produce Marketing Association Convention and Trade Show

Citrus Cooperative Promotes Peak-Season Grapefruit Varieties, Gold Nugget Variety Mandarins and The Biggest Loser Promotion

April 1, 2014, Vancouver, British Columbia...After a long, cold winter, [Sunkist Growers](#) is brightening up the greatly-awaited spring by showcasing fresh, seasonal citrus from California and Arizona at the 2014 Canadian Produce Marketing Association (CPMA) Convention and Trade Show in Vancouver.

“Spring is here and what better way to celebrate than with bright, healthy and delicious Sunkist citrus,” said Sunkist Advertising & Public Relations Manager Joan Wickham. “There are many Sunkist varieties in peak-season right now and we are pleased to be sharing them with our customers and industry partners at CPMA.”

Sunkist will be highlighting grapefruit at its show booth, emphasizing the exceptional taste and color of this year’s California Star Ruby crop by sampling freshly squeezed Star Ruby grapefruit juice. The cooperative is continuing to educate younger consumers about this delicious, nutrient-rich superfood by emphasizing the nutrition and weight loss benefits of grapefruit with the “Not Your Mother’s Grapefruit” campaign. An online brochure with more information about the campaign is available on Sunkist’s website,

http://www.sunkist.com/pdfs/sunkist_grapefruit_brochure.pdf.

The weight loss benefits of both grapefruit and lemons are also being promoted with Sunkist’s “Peel Away the Pounds” promotion with “The Biggest Loser.” Joining forces with the hit U.S. series that airs on NBC in the U.S. and on CTV in Canada, Sunkist is running a national sweepstakes offering consumers a chance to win one of two trips to The Biggest Loser Resort, an award-winning immersive weight loss program with locations in Chicago, Il, Ivins, Utah, Malibu, Calif. and Niagara, N.Y.* The agreement between Sunkist and “The Biggest Loser” is licensed by Universal Partnerships & Licensing and Shine America, the producers of “The Biggest Loser.”

“Following a harsh winter, consumers are motivated to make healthier choices as the weather improves,” said Sunkist Director of Retail Marketing Julie DeWolf. “Sunkist is proud to be teaming

up with ‘The Biggest Loser’ this spring to provide an extra incentive for consumers seeking a healthier lifestyle to reach their weight loss goals.”

The sweepstakes, which runs through May 21, 2014, is being promoted with specially marked Sunkist lemon and grapefruit packaging featuring “The Biggest Loser” logo and information about the health and wellness benefits of citrus. Consumers can enter the sweepstakes online at www.PeelAwayThePounds.com, a site where they can also access information on healthy living and find a forum to connect with other like-minded individuals for support, motivation and ideas for living a healthier lifestyle.

Now at the peak of season, Sunkist is also highlighting Gold Nugget variety mandarins at the show. Branded by Sunkist as Nature’s Treasure® and available from April to mid-May, the Gold Nugget variety mandarin is a deliciously sweet, easy-peel late season variety that received its name from its beautiful, bright and bumpy rind. Consumers, in a U.S. taste test of six varieties of citrus easy-peelers, ranked Gold Nugget’s taste as outstanding with 96 percent saying they would purchase the variety. Sunkist Gold Nuggets are available in 2-lb, 3-lb and 5-lb giro bags and bulk packs.

To demonstrate some of the delicious ways that citrus can be used in cooking, Chef Jill Davie will be at the Sunkist booth serving [Sunkist Lemon Pesto Shrimp Crostini](#) and [Sunkist Orange Chipotle Turkey Tacos](#).

About Universal Partnerships & Licensing

Universal Partnerships & Licensing oversees NBCUniversal’s consumer product licensing, film, home entertainment and television promotions, and corporate alliances for Universal’s theatrical, home entertainment, television, theme parks and stage productions. This dedicated division is also responsible for monetizing the company’s vast library of films and characters through licensing, branding and marketing opportunities. Universal brings an impressive slate of properties, including two blockbusters, to this year’s show – Minions, the spin-off of the phenomenally successful Despicable Me franchise, slated to bow July 10, 2015; and Jurassic World, the long-awaited next installment of Steven Spielberg’s groundbreaking film series, scheduled for release June 12, 2015.

About Shine America

Shine America is a world leader in producing and distributing compelling scripted and unscripted television and digital content. Shine America is known for popular and award-winning original series including The Biggest Loser (NBC) and The Face (Oxygen), as well as adaptations of Shine Group formats such as MasterChef and MasterChef Junior (FOX), Minute to Win It (GSN) and the upcoming series Slide Show (FOX), and scripted series including The Bridge (FX) and upcoming Gracepoint (FOX) and Utopia (HBO).

Shine America incorporates several divisions including unscripted format label Ardaban, which develops and distributes original content to the U.S. Marketplace. The global Shine 360° division builds brands through the leveraging of its intellectual property and creating integrated marketing opportunities for advertisers. The company has also developed over 20 ground-breaking original online series on MSN, Yahoo!, YouTube premium channels and other platforms, many produced in partnership with global brands. Through Shine Group’s distribution arm, Shine International, Shine America distributes its extensive library of programming and formats to more than 150 countries.

About The Biggest Loser Resort

Since 2009, The Biggest Loser Resort has provided programs that encourage and empower people to lose weight and achieve balance in their lives through a strategic combination of fitness, nutrition, education, relaxation and extraordinary camaraderie. Compassionate, world-class trainers and nutritional staff have helped many resort guests build endurance, know their bodies’ unique cues and triggers and transform their relationships with food in a safe, supportive environment. The Biggest Loser is a registered trademark and

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***NO PURCHASE NECESSARY.** Void where prohibited. Legal residents of the 50 U.S. and D.C. who are above the age of majority in their state of residence. Begins 1/10/2014 at 12:00:01 AM ET and ends 5/31/2014 at 11:59:59 PM ET. Limit 50 entries per person. To enter, and for full Official Rules and prize details, go to www.peelawaythepounds.com. Sponsor: Sunkist Growers Inc.

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Sunkist Growers is a citrus marketing cooperative, founded in 1893, which is owned by and operated for thousands of family farmers growing citrus in California and Arizona. For more information about Sunkist's family farmers visit <http://familystories.sunkist.com/>.

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