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Sunkist Squeezes Fresh Opportunities at CPMA Convention and Trade Show

May 8, 2017 Toronto, ON — Spring time brings warmer temperatures along with inspiration for summer promotional opportunities. Sunkist is bringing fresh marketing ideas to help the industry squeeze the most out of the summer citrus sales at the 2017 Canadian Produce Marketing Association Convention and Trade Show.

“Now is the perfect time to plan for summer citrus promotions at retail,” said Sunkist Director of Retail Marketing Julie DeWolf. “Sunkist offers a variety of marketing tools for retailers to build custom programs that generate demand and sales throughout the store. Display bins, which provide additional shelf and promotional space, have proven to be a highly effective tool for retailers to merchandise citrus. In addition, summer sampling programs featuring freshly squeezed lemonade or salads with homemade ‘citronette’ dressings can also help keep consumers in the citrus category all summer long.”

Sunkist will be showcasing the organization’s marketing programs at the cooperative’s booth, including its robust point-of-sale display bin offerings. These bins, which print on demand and usually ship within a week, offer a powerful marketing advantage to help retailers highlight Sunkist® citrus and educate consumers about varietal characteristics, flavor profiles and nutritional information as well as offering on-trend usage and recipe ideas that drive sales.

“Consumer demand for fresh beverages offers fantastic merchandising opportunities for retailers to leverage in store,” said Sunkist Director of Communications Joan Wickham. “Driven by millennial health and wellness trends, consumers are seeking freshly squeezed juices in the produce and deli sections and also juicing at home throughout the day – from energizing juices in the morning, meal replacement smoothies at lunch and refreshing cocktails in the evening. Sunkist offers fresh beverage recipes, juicing tips and even garnish techniques to help retailers capitalize on this trend to drive citrus sales.”

At the Sunkist booth, trade show attendees can sample freshly squeezed California Star Ruby grapefruit juice, Valencia orange juice and water infused with fresh lemons and Meyer lemons – highlighting the distinct flavor of Meyer lemons. Chef Jill Davie will also be cooking up Sunkist Flatiron Steak with Citrus Spiked Butter Beans and a Sunkist Grapefruit, Avocado, Bacon and Shrimp Salad with Little Gem Leaves.



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Visit Sunkist at CPMA booth 920 for fresh thinking on citrus marketing.

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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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