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Sunkist Growers Showcases Fresh Citrus Trends at PMA Foodservice Conference

Citrus Cooperative brings Sizzle to Monterey with Grilled Lemonade

July 25, 2016, MONTEREY, CA — Vibrant, fresh flavors are zesting up the foodservice sector, providing opportunities for chefs to brighten their menus with the color and flavor of fresh citrus. Offering over 40 citrus varieties, Sunkist is promoting the versatility and relevance of fresh citrus to the foodservice industry at this year's PMA Foodservice Conference & Expo July 29-31 in Monterey.

“Consumers are craving bold flavors on menus, while also seeking healthier options – creating a powerful opportunity for the produce industry, and citrus in particular,” said Joan Wickham, Sunkist Director of Communications. “Sunkist is looking forward to highlighting citrus culinary trends at this year’s PMA Foodservice conference.”

Visitors to the Sunkist booth will be able to sample a Grilled Sunkist® Meyer Lemonade from Chef Robert Danhi. This recipe features Meyer lemons, a specialty lemon variety that is quickly growing in consumer demand. A cross between a Mandarin orange and lemon, Meyer lemons are sweeter and less acidic than conventional lemons and have a bright, beautiful thin skin. This lemonade has another on-trend twist with the inclusion of charred Meyer lemons – a culinary trend that is heating up on menus nationwide. Leading foodservice trade publication *Flavor & The Menu* included grilled citrus as one of the top 10 trends for 2016 in the magazine’s highly anticipated [trend issue](#).

“As consumers seek distinctive fresh flavors, demand is growing for specialty citrus varieties like Meyer lemons in the foodservice sector,” added Wickham. “Creative preparations, like charring, add depth and richness to citrus that can elevate garnishes, beverages and more.”

Sunkist will be displaying its new 1-pound Meyer lemon and Zebra® (pink variegated) lemon pouch bags at the tradeshow. This smaller, convenient pack size allows operators to experiment with these specialty varieties.

“The versatility of lemons makes this category a culinary favorite,” added Wickham. “In addition to specialty lemon varieties, Sunkist is pleased to offer conventional and organic lemons year-round to meet growing foodservice demand.”

To learn more about Sunkist citrus, visit event booth #130 at this year’s PMA Foodservice Conference, or visit <http://foodservice.sunkist.com>.



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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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