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FOR IMMEDIATE RELEASE

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Sunkist Growers Highlights Summer Citrus at United Fresh

June 13, 2017, CHICAGO —Sunkist Growers is kicking off the summer season at the United Fresh 2017 tradeshow, highlighting summer citrus varieties and marketing solutions to drive sales during the summertime.

“Sunkist is looking forward to highlighting summer citrus trends to trade customers at the United Fresh tradeshow in Chicago,” said Sunkist Director of Communications Joan Wickham. “This time of year, consumers are looking for fresh ideas to squeeze the most out of the summer season. With nutrition and wellness materials, fresh juicing tips, zesty recipe inspiration and more on display at Sunkist’s booth – we’re dishing up a lot of useful citrus information at this year’s tradeshow.”

Tradeshow attendees will be able to experience Sunkist’s wide array of eye-catching point-of-sale materials offered to help educate consumers about citrus seasonality, flavor profiles, nutrition information and usage ideas that encourage purchase.

“We know that education is critical when it comes to driving sales in the produce department,” said Sunkist Director of Retail Marketing Julie DeWolf. “We offer retailers customizable marketing materials and displays as well as coupon and sampling programs that educate consumers, showcase the beauty and versatility of citrus, and build seasonal excitement within the category.”

Visitors to Sunkist’s booth will be able to sample delicious ways to enjoy summer citrus. Chef Jill Davie will be serving Citrus Marmalades and Goat Cheese Crostini with Smoked Bacon and Lemon Lentil Hummus with Chicken. A fresh juice bar will serve freshly squeezed Valencia orange and California Star Ruby grapefruit juices as well as Meyer and conventional lemon infused water – allowing attendees to experience the distinct difference between these two lemon varieties.

Valencia oranges, in season now through October, are delicious summer oranges that offer a nice balance of tart and sweet flavors and are perfect for juicing. An excellent source of Vitamin C, Valencia oranges are also a nutritious, rewarding summer snack option.



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Grapefruit is another refreshing citrus variety that Sunkist offers year-round. An excellent source of Vitamins A and C, grapefruit is a nutritious snack as well as a tangy addition to summer salads and cocktails.

Sunkist also offers lemons, a versatile summertime staple, year-round including specialty lemon varieties such as Meyer, seedless and Zebra® (pink variegated) lemons.

To learn more about Sunkist citrus varieties, promotional campaigns and merchandising, visit booth #3023 at United Fresh 2017 or visit www.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.

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