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## ***news release***

**FOR IMMEDIATE RELEASE**

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### **Sunkist Growers Brings Fresh Ideas to Canadian Produce Marketing Association Convention and Trade Show**

*Citrus Cooperative Touts New Lil Snappers™ Mixed Bag, Peak-Season Gold Nuggets, Nutrition Benefits of Cara Cara Navels and Baby Lemons*

**April 2013, Toronto...**Sunkist Growers showcased its bright marketing programs for fresh citrus products at the 2013 Canadian Produce Marketing Association (CPMA) Convention and Trade Show in Toronto.

“Many Sunkist® citrus varieties are in peak-season right now,” said Sunkist Advertising & Public Relations Manager Joan Wickham. “We have so many exciting programs currently underway and we are pleased to be sharing them with our customers and industry partners at CPMA.”

Lil Snappers™, the cooperative’s newest product recently launched in January 2013, was one of the key product lines showcased at Sunkist’s CPMA booth. Lil Snappers are premium, kid-sized fruits packaged in convenient, 3-lb re-sealable stand up pouch bags perfect for lunches, treats and snacks. In collaboration with Stemilt Growers, the two companies offer over 20 citrus, apple and pear varieties of Lil Snappers, including multiple organic varieties, which are perfectly sized for little hands. A new mixed bag, including navel oranges and Gala apples, was shown to trade for the first time at the show.

“We are excited to announce the Lil Snappers mixed navel and Gala bag at CPMA,” said Sunkist’s Director of Retail Marketing Julie DeWolf. “Lil Snappers is the newest member of the Sunkist family of products and this mixed bag brings another convenient, kid-friendly offering that we think consumers will really enjoy.”

Lil Snappers citrus varieties currently in season include: navel oranges, Cara Cara navel oranges and California mandarins. Sunkist and Stemilt recently launched a [consumer website](#) for the brand that features adorable kid-friendly recipe ideas, fun and games.

Now at the peak of season, Sunkist Gold Nugget mandarins were also highlighted at the show. Branded by Sunkist as Natures Treasure® and available from mid-March to mid-May, Gold Nugget mandarins are a deliciously sweet, easy-peel late season variety that received its name from its

beautiful, bright and slightly 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. A video capturing live consumer reactions to Gold Nuggets at a "magical" sampling event at Original Farmers Market at the Grove in Los Angeles can be viewed on [Sunkist's website](#). Sunkist Gold Nuggets are available in 2-lb, 3-lb and 5-lb giro bags and bulk packs.

Sunkist also featured Cara Cara navel oranges, available until mid-May, at the show. Cara Caras are exceptionally sweet and juicy with low acidity, feature a distinct, rich pink interior and pack a hefty nutritional punch, delivering 150 percent of the recommended daily value of Vitamin C. Sunkist recently challenged consumers to share their Cara Cara tasting experience with others in The Power Orange Challenge video contest, and entries can be viewed on [Sunkist's website](#). Sunkist Cara Cara navels are available in a wide variety of high-graphic giro and poly/mesh combo bags.

Baby lemons were another prominent item at Sunkist's booth. Small in size but big on juicy flavor, Baby Lemons are ideal for many household and foodservice uses. Their smaller size makes them great for garnishing dishes, enhancing your favorite beverages and adding to recipes that call for smaller amounts of freshly squeezed lemon juice. As with Sunkist's wide array of full-sized lemons, Baby Lemons also have a range of decorative, beauty and household uses. Sunkist Baby Lemons are available year-round in 1-lb mesh bags.

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which is owned by and operated for thousands of family farmers growing citrus in California and Arizona.*

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