



a cooperative of family farms since 1893™

## *news release*

***For Immediate Release***

**Contact:** **Joan Wickham**  
**818-379-7430**  
**[jwickham@sunkistgrowers.com](mailto:jwickham@sunkistgrowers.com)**

### **Sunkist Growers Rings in the “Year of the Snake” with Commemorative Packaging that Boosts Navel Sales**

***February 2013, Sherman Oaks, California....***Sunkist Growers is offering decorative cartons and poly bags for navel oranges in anticipation of Chinese New Year on February 10. Sales of the promotional packaging in the U.S. and Canada have reached over 215,000 cartons, with additional orders in Hong Kong, demonstrating consumers’ appetite for citrus as part of the Lunar New Year celebration.



“Symbolizing happiness and prosperity, oranges are an important part of the Chinese New Year celebration,” said Sunkist’s Director of Packaging Dean Troxell. “This promotional packaging for our navels, featuring a snake, festive bows, ornamental flowers and the traditional red envelope with coins, brings a bright, festive touch to retailer’s displays that excites customers about the holiday – and Sunkist navel oranges.”

Sunkist navel oranges are available from November through May, with peak supplies in January, February and March. Navel oranges are easily identified by the button formation opposite the stem end. Considered the world's finest orange for eating, navels are seedless, and they peel and segment easily.

- more -



Photo (top right): “Year of the Snake” 10-pound carton

Photo (bottom left): “Year of the Snake” poly bag

Photo (bottom right): Chinese New Year red envelope and coins 10-pound carton

###

*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.*