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Sunkist Promotes Fresh Citrus Trends at the PMA Foodservice Conference
120-Year Old Citrus Cooperative Serves Up Fresh Trends and Varieties to Foodservice Trade

July 22, 2015, MONTEREY, CA — As health and nutrition become increasingly important to consumers, menus across the foodservice landscape are focusing on fresh produce trends, presenting many opportunities for bright, zesty citrus flavors in dishes and beverages. Offering over 40 varieties of premium citrus, Sunkist is pleased to showcase fresh citrus trends in foodservice at this year's PMA Foodservice Conference & Expo July 24-26 in Monterey.

“Consumer demand for fresh has inspired chefs to use our citrus across all parts of the menu, from savory and sweet dishes to alcoholic and non-alcoholic beverages,” says Sunkist Manager of Advertising & Public Relations Joan Wickham. “Chefs are inspired by the versatility of citrus and are incorporating lemons, in particular, in many exciting ways to brighten flavors and respond to evolving consumer palates.”

Fresh lemon is livening up menus everywhere. The [National Restaurant Association's 2015 Culinary Forecast](#), which predicts culinary trends for the coming year based on a survey of 1,300 professional chefs nationwide, listed gourmet fresh lemonades as this year's top non-alcoholic beverage trend. Beyond beverages, lemon juice and zest is also being incorporated into appetizers, entrées and desserts to add fresh flavor, reduce sodium and fat or simply enhance taste. Sunkist is pleased to offer conventional and organic lemons year-round to meet growing foodservice demand.

Visitors to the Sunkist booth at PMA Foodservice will be invited to taste the versatility of Meyer lemons, a specialty lemon variety that is trending on menus nationwide. 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. Sunkist Chef Robert Danhi will be serving up a refreshing Meyer lemon cocktail along with a paired Meyer lemon crostini bite.

“Diners are becoming more adventurous when it comes to food and beverages and eager to try new citrus varieties such as Meyer lemons and finger limes, a very unique variety that Sunkist is excited to be showcasing to foodservice trade for the first time,” added Wickham.

Finger limes are a distinctive citrus variety with a deep green exterior and light green interior flesh that can be described as citrus pearls. Also known as caviar limes, these pearls can be squeezed from the peel to add a vibrant, citrus burst of flavor to any dish. Market availability of Sunkist® finger limes is currently very limited on this newer variety.



a cooperative of family farms since 1893™

To learn more about Sunkist citrus, visit event booth #140 at this year's PMA Foodservice Conference, 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. For more information about Sunkist's family farmers visit <http://familystories.sunkist.com/>.

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