



a cooperative of family farms since 1893™

## news release

**FOR IMMEDIATE RELEASE**

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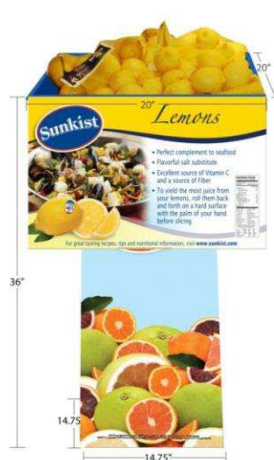
### Sunkist Growers’ Secondary Displays Provide Retail Placement Opportunities Outside the Produce Section

*April 2013, Sherman Oaks, California...* Sunkist Growers is embracing opportunities to showcase its fresh citrus outside of the produce section by offering its customers secondary display units. Six different display offerings give retailers the flexibility to showcase Sunkist® products in the front lobbies, at the registers, or in the liquor/beer, seafood, water or pharmacy departments to drive incremental sales.

“Sunkist develops its retail displays with customer and consumer appeal in mind,” explained Sunkist Director of Retail Marketing Julie DeWolf. “Our secondary displays are popular with our customers because they provide additional retail shelf space and allow retailers to introduce new items and conveniently tie-in fresh citrus sales with complementary items in other departments. Using these displays, retailers can create in-store solutions for busy consumers to make their meal, snack and beverage decisions easier.”



Secondary displays are supported by mutual partnerships between Sunkist and retail partners to drive consumption through relevant, strategically-placed units focused on providing consumers with convenient options to purchase citrus. Sunkist also provides recipe booklets, mobile QR codes and coupons to help drive purchase.



Sunkist is providing retailers flexibility and choice in these displays, offering six different display units, including five corrugate units and one permanent metal display offering. The quarter bins consist of a generic multi-variety unit as well as variety-specific Cara Cara navel, lemon, Meyer lemon and Lil Snappers™ bins. An additional platform (pedestal) display and two-tier unit also prominently feature Sunkist’s newest product, Lil

Snappers. And the more permanent wire rack display is designed to hold three-pound giro bags, a bag type that continues to increase in popularity and is available in many Sunkist varieties. Informative, easy-to-read, interchangeable header cards are also available for nearly all varieties.

Shipping for secondary displays is offered to retailers free of charge, with fruit order or separately, with a production time of two to three weeks.



- Photo (top right): Secondary retail display station
- Photo (middle left): Cone display
- Photo (middle right): Steel rack display
- Photo (bottom left): Variety-specific quarter bin
- Photo (bottom middle): Two-tier display
- Photo (Bottom right): Custom variety header card

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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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