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Sunkist Growers Launches *Sesame Street*-Themed Packaging as Part of ‘eat brighter!’ Industry Movement

Sunkist offers ‘eat brighter!’ Navel orange and mandarin packaging to kick off the cooperative’s 2014/15 growing season

October 6, 2014, Valencia, CA—This season, Sunkist will showcase its premium, fresh citrus in new *Sesame Street*-themed packaging as part of the cooperative’s participation in the Produce Marketing Association (PMA) and Sesame Workshop’s ‘[eat brighter!](#)’ initiative.

Kicking off the 2014/15 California and Arizona citrus growing season, Sunkist will offer its customers a *Sesame Street*-themed 10-pound Navel orange carton and polybag as well as a Giro-bag for easy-peel mandarins, a kid-friendly favorite. The colorful, eye-catching packaging will allow retailers to showcase the beloved movement with the goal of helping kids and their millennial families eat more fresh produce.

“Childhood obesity is a critical issue for our country, and we are proud to be working with PMA and Sesame Workshop to encourage families to eat healthier,” said Sunkist Vice President of Sales & Marketing Kevin Fiori. “Like Sunkist, *Sesame Street* is a trusted family brand and we hope our collaboration will help generate consumer excitement about fresh citrus and the produce category as a whole.”

Characterized by the small formation resembling a navel on the blossom end, Sunkist® Navel oranges are one of the most popular citrus varieties. Available from November – June, these winter oranges are seedless and easy to peel, and provide an excellent source of Vitamin C. They have a floral aroma and are refreshingly sweet and juicy.

Seedless and easy to peel, Sunkist mandarins are available mid-October through April. They are sweet, juicy and make an excellent treat for lunches, snacks and recipes. One serving of two mandarins provides more than the recommended daily value of Vitamin C.

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Sunkist Growers is a citrus marketing cooperative, founded in 1893,



a cooperative of family farms since 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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