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## *news release*

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### **Sunkist Growers Salutes Summer Citrus at United Fresh 2013**

*120 Year-Old Grower-Owned Citrus Cooperative Showcases Juicy Lemons, Modern Uses for Today's Grapefruit and Exceptionally Sweet Valencia Oranges*

**May 7, 2013, San Diego, CA**...Bring on the sunshine! Sunkist is ready for summer, featuring its fresh, seasonal citrus products at United Fresh 2013 in San Diego.

“Eating Sunkist® citrus is a refreshing way to stay healthy and energized during the warm summer months,” said Sunkist Advertising and Public Relations Manager Joan Wickham. “We’re pleased to be featuring our summer varieties at United Fresh this year, showing our trading partners and consumers Sunkist’s fresh take on lemons, grapefruit and Valencia oranges.”

Crisp, juicy and energizing, lemons are a summer staple that Sunkist is pleased to offer year-round. At United Fresh, Sunkist will highlight its many lemon offerings including: conventional, organic, Meyer, baby, seedless and Zebra™ (pink variegated). Packaged in bright, convenient pouch and net bags, Sunkist lemons shine on the shelf and in the fridge. Visitors to Sunkist’s booth will also be able to sample lemon-infused water, the healthy, refreshing beverage that Sunkist has branded The Ultimate Diet Drink®.

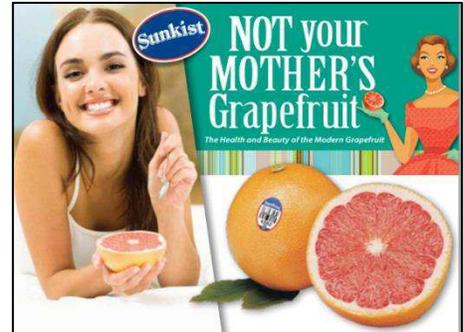


Leveraging the power of lemonade, another quintessential summertime beverage, the Take A Stand® program remains a marketing focus for Sunkist this year. The program is a cause marketing campaign that encourages kids to donate to their favorite cause or charity by hosting a lemonade stand. Sunkist provides retailers with adorable, kid-friendly lemonade stands that double as display units and encourage lemonade-themed promotions in stores to build consumer awareness and excitement about the program. Using

Sunkist’s mobile site, parents are able to order a Sunkist lemonade stand at the point of purchase by texting or scanning a QR code at the store. To bolster excitement for this year’s program, Sunkist will be showcasing Take A Stand display options and sampling fresh lemonade at their booth.

“Since its inception, Sunkist’s Take A Stand program has engaged tens of thousands of children from every state in the U.S. and every province in Canada in charitable giving,” said Sunkist Director of Retail Marketing Julie DeWolf. “Over the years, the Take A Stand program has evolved to make execution easy and impactful for retailers and we’re optimistic that our new mobile site and various display options will keep the program growing and thriving.”

This season, Sunkist is also introducing modern uses for grapefruit with the “Not Your Mother’s Grapefruit” campaign, aimed at reigniting the fruit’s popularity by educating younger consumers about this delicious, nutrient-rich superfood. New, vibrant packaging touting the nutrition and weight loss benefits of grapefruit will be displayed at the show and Sunkist Chef Jill Davie will serve up a flavorful Sunkist grapefruit salad, showcasing the distinct, tart-sweet flavor and beautiful pink flesh of Sunkist California Star Ruby grapefruit. Sunkist offers grapefruit year-round in bulk as well as multiple poly, net and combo bag options. An online grapefruit brochure with more information about the health and wellness benefits of grapefruit is available on Sunkist’s website, [http://www.sunkist.com/pdfs/sunkist\\_grapefruit\\_brochure.pdf](http://www.sunkist.com/pdfs/sunkist_grapefruit_brochure.pdf).



Currently in peak season, Sunkist Valencia oranges are also being highlighted at the show. Known for their perfect balance of sweet and tart flavors, Valencia oranges are a refreshing summer snack, a colorful and flavorful addition to summertime recipes and great for juicing as well. Valencia oranges are also rich in nutrients – providing fiber and folate as well as over 100 percent of daily vitamin C requirements. Sunkist offers Valencia oranges from February through early November in bulk as well as multiple net, poly, combo and mesh bags. In-pack juicers are also available to help consumers squeeze the most out of this delicious summertime orange.

Photo (top right): Sunkist lemon pouch bags

Photo (middle left): Take A Stand program engages children in charitable giving

Photo: (bottom right): Sunkist “Not Your Mother’s Grapefruit” campaign

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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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