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news release

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Sunkist Growers Serving Up Summer Citrus Favorites at United Fresh 2014 *Citrus Cooperative to Showcase Seasonal Citrus Promotions to Trade Partners*

June 9, 2014, CHICAGO—[Sunkist Growers](#) is kicking off summer citrus season at United Fresh 2014, showcasing fresh recipe and usage ideas to help retailers drive consumer excitement about citrus during the warm summer months.

“From healthy breakfast smoothies, to crowd-pleasing barbeque dishes and refreshing cocktails, Sunkist® citrus is the perfect ingredient to zest up your favorite summertime recipes,” said Sunkist Advertising & Public Relations Manager, Joan Wickham. “We are pleased to share Sunkist’s latest citrus inspirations with our trade partners at United Fresh 2014.”

Leveraging current juicing and mixology trends, Sunkist is collaborating with Vitamix® at United Fresh 2014 to inspire both the trade and consumers to squeeze the most out of summer citrus with the power of Vitamix blenders. Visitors to the Sunkist booth will be able to enjoy an energizing [Sunkist® Green Juice](#) in the morning to jumpstart their day, and a blended [Sunkist® Super Citrus Margarita](#) in the afternoon. Both recipes will be made to order using Vitamix machines.

“Sunkist is pleased to be partnering with [Vitamix](#), and empowering consumers with ingredients and tools that can improve their vitality,” added Wickham. “We hope our collaboration will inspire consumers to enjoy Sunkist citrus in new and innovative ways using Vitamix’s powerful equipment.”

While visiting the Sunkist booth, attendees can learn more about [Sunkist Family Stories](#), a multimedia storytelling project featuring the cooperative’s multi-generational farmers. Offering a glimpse into the life of today’s modern farmer, Sunkist has developed point-of-sale materials to help consumers learn and experience how much effort and love goes into growing fresh, premium Sunkist citrus.

“Now more than ever, consumers are interested in the origins of their food,” said Sunkist Director of Retail Marketing Julie DeWolf. “As a cooperative of thousands of California and



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Arizona growers, Sunkist has many powerful stories to tell about our farmers. We will have a number of point-of-sale options available to assist retailers in sharing Sunkist Family Stories with consumers to help drive sales.”

Sunkist will also be displaying its “[Not Your Mother’s Grapefruit](#)” packaging and point-of-sale materials at its booth. “Not Your Mother’s Grapefruit” reminds consumers that while times have changed, the nutrient-rich grapefruit continues to provide tangy pleasures for the taste buds, and benefits to the immune system, year-round. Geared toward millennial women, the campaign not only educates about the health and weight-loss benefits of grapefruit but also provides modern usage ideas, recipes and tips.

Renowned chef Jill Davie will also be at the Sunkist booth serving her citrus-inspired [Sunkist Lemon Pesto Shrimp Crostini](#), and [Sunkist Orange Chipotle Turkey Tacos](#).

To learn more about Sunkist’s more than 40 citrus varieties, supporting campaigns and merchandising, visit event booth #532 at United Fresh 2014 or visit www.sunkist.com.

About Vitamix®

Vita-Mix® Corporation (“Vitamix”) is a privately held family-owned and -operated company founded in 1921 that manufactures high-performance blending equipment for home and commercial use. The company’s commercial customer list reads like a “*Who’s Who*” of major restaurant chains, and gourmet chefs say their Vitamix machines are as important to them as their knives. A recognized leader in marketing and product innovation, Vitamix founder William G. “Papa” Barnard created one of the first infomercials in 1949 to demonstrate how the Vitamix blender could help people improve their health with whole foods, and the company developed the first true commercial blender in the early 1990s, which ignited the smoothie movement. Vitamix, whose products are known worldwide for their performance, durability, and reliability, continues to win awards for product innovation and is a recipient of the president’s prestigious “E” Award for Exports. Headquartered in Olmsted Township, Ohio, 19 miles from Cleveland, Vitamix products are manufactured in Northeast Ohio and sold in approximately 100 countries. For more information, please visit www.vitamix.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/>.