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news release

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Sunkist Kicks off Citrus Season with Fresh Website

New Look and Feel Colorfully and Simply Tells the Sunkist Story

October 14, 2015, Valencia, CA – Sunkist is preparing for this year’s new growing season - and the future - with the launch of new [consumer](#), [retail](#), [foodservice](#) and [grower](#) websites. Boasting visually stunning images and a simplified navigation, the site brings to life the Sunkist story of quality, heritage and tradition, while serving as a robust resource for citrus information.

The new design was born out of both qualitative and quantitative research that provided key insights into understanding how to create the best experience for Sunkist’s online audiences. “During the research and design phases, it was important to us to ensure we were considering our users and designing the site around their current needs, while also staying on top of emerging technology and trends,” said Joan Wickham, Manager, Advertising and Public Relations for Sunkist Growers. “The result is what we hope will be an accessible and engaging experience for visitors that positions Sunkist as *the* go-to online resource for all things citrus.”

The focus of the design strategy was creating a visually engaging, dynamic and energetic experience that represents the brand and helps cut through today’s cluttered online environment. A simplified sitemap and straightforward navigation, paired with specific content, helps showcase the natural beauty of citrus and highlights the rich brand story that is being told throughout.

“With its robust design, the website will be a powerful business tool and give Sunkist the ability to connect with consumers and trade audiences on a new and engaging platform,” said Julie DeWolf, Sunkist Director of Retail Marketing. “We are proud to be able to offer consumer and trade audiences this experience.”

The site is split into four audience categories — consumers, retail trade, foodservice trade and growers — so that each segment can find exactly what they are looking for, with content and resources created that are specifically relevant to them. “All these sites are designed with current and engaging content in mind. As trends continue to evolve, so will our new site’s content,” said Wickham. “Whether consumers want to browse recipes and tips to get the most out of their citrus purchases, or if foodservice professionals are looking for inspirational ideas to freshen their menu, it’s all quickly and easily accessible on Sunkist.com.”

To experience the site now, go to: 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.*