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news release

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FOR IMMEDIATE RELEASE

Kevin Fiori to Assume Position with Passion Growers

February 25, 2016, Valencia, Calif. & Miami, FL. — Sunkist Growers and Passion Growers today announced a significant personnel change for both organizations. Kevin Fiori is leaving his position as Senior Vice President of Sales & Marketing at Sunkist Growers in Valencia, Calif. to assume a position with Passion Growers, a leading floral company headquartered in Miami, FL.

“It is with mixed emotions that I announce my decision to leave Sunkist Growers. I joined Sunkist because I was drawn to the collaborative culture that makes the cooperative so special within our industry. I feel fortunate to have worked at Sunkist for the past seven and a half years,” said Fiori. “We accomplished many great things together. I have no doubt that Sunkist will do very well under the leadership of Russ Hanlin with the incredible, talented and dedicated people they have throughout the organization.”

“Working with Sunkist for over seven years, Kevin has done outstanding work on behalf of the cooperative,” said Sunkist President & CEO Russ Hanlin. “However, the opportunity for him and his wife to be close to his two boys and three grandchildren was impossible to resist. We will miss him greatly, both personally and professionally.”

Fiori continued, “I’ve been offered an amazing opportunity to work with Jaime and Cheryl Peisach and the entire team at Passion Growers. I have a tremendous amount of respect for and look forward to working with Jaime, Cheryl, Sam Ferrara, Ben Pauley, Eugenia Barth, Moises Croitoru and others at Passion, many of whom I’ve worked with in the past. As a company, Passion values people, is dedicated to impeccable customer service, and invests in infrastructure to produce the highest quality flowers available. Another benefit of this opportunity is that it allows me to relocate closer to my children and grandchildren, which makes this move perfect for me – both personally and professionally.”

“We are thrilled that Kevin Fiori is joining our team,” said Jaime Peisach, Owner of Passion Growers. “We’ve known Kevin for over 15 years and we know he shares our core values. Our culture is built on teamwork, integrity and a system-wide dedication to customer satisfaction. The past working

relationships and mutual respect between Kevin, Sam, Ben, Eugenia, Moises and other members of Passion makes this a great fit. The ultimate objective of this move is to expand our individualized products and services to our valued customers. We are committed to earning our customer's business everyday by providing the highest quality flowers and best customer service available in the industry.”

Planning to depart Sunkist in June, Fiori will be working closely with Sunkist staff to ensure a smooth transition.

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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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About Passion Growers

Passion Growers, founded in 2001, is a family-oriented company dedicated to growing and providing the highest quality roses and other flowers to the North American marketplace. The company is committed to improving the lives of employees in the communities in Colombia and Ecuador where its' farms are located, and to maintaining the highest industry standards in responsible, sustainable agriculture. Passion Roses are nationally recognized, including being selected as The Official Rose of the Rose Bowl and The Miss America Pageant. For more information on Passion Growers, visit www.PassionGrowers.com.