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Sunkist Growers and James Beard Award Winning Chef, Cindy Pawlcyn, Showcase Innovative Citrus Uses at PMA Foodservice Conference

July 24, 2017, MONTEREY, CA — Consumers are demanding high quality, fresh options on menus – offering incredible opportunities for foodservice providers to embrace produce like never before. Sunkist is highlighting the versatility of fresh citrus at this year's PMA Foodservice Conference & Expo July 28-30 in Monterey to educate and inspire the foodservice industry with the bright colors and flavors of citrus.

“Consumers are increasingly craving fresh, innovative flavors when dining out,” said Sunkist Director of Communications Joan Wickham. “Sunkist is highlighting how citrus can zest up drinks and dishes, sweet and savory, at this year’s PMA Foodservice conference.”

Visitors to the Sunkist booth will be able to sample two delicious dishes from James Beard Award winning Chef Cindy Pawlcyn. The flavors of Sunkist® Valencia orange, lime and grapefruit shine in a Peruvian-inspired San Francisco Bay halibut ceviche with toasted Inca corn nuts, avocado and red Chile peppers. On the sweeter side, Chef Pawlcyn will also serve a mouth-watering candied orange and brioche bread pudding with salted orange caramel sauce that incorporates fresh and candied orange peels. These recipes highlight the true versatility of citrus as an ingredient – from flesh to peel.

Sunkist offers over 40 varieties of fresh citrus throughout the year, including specialties and organics. This portfolio provides chefs with a wide array of seasonal flavors to inspire creativity and innovation on the menu.

To learn more about Sunkist citrus, visit event booth #1014 at this year’s PMA Foodservice Conference, or visit <http://foodservice.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. For more information about Sunkist’s family farmers visit <http://familystories.sunkist.com/>.

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