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**Sunkist Citrus Season Begins at 2017 PMA Fresh Summit**  
*Cooperative Celebrates its 125-Year Heritage of Quality with Trade,  
Highlighting Fresh, Innovative Marketing Programs for Today*

**October 17, 2017, New Orleans, LA** — Sunkist is kicking off its 125<sup>th</sup> citrus season at this year’s PMA Fresh Summit Convention + Expo, showcasing the organization’s industry-leading marketing programs that stem from generations of experience selling and marketing quality citrus.

“Sunkist is proud to commemorate its 125-year history at PMA Fresh Summit because we share this milestone with the entire produce industry. Our cooperative was founded on the principle that we are stronger together, and we approach our trade relationships with that same sentiment.” said Joan Wickham, Sunkist Director of Communications. “This milestone season begins as citrus demand soars. Sunkist offers customers the trusted quality, service and marketing support to continue building demand and sales for the category – We Are Citrus™.”

Sunkist offers over 40 varieties of fresh, premium citrus and the season begins with the arrival of the classic, consumer favorite – California-grown Navel oranges. Sweet, juicy, seedless and an excellent source of Vitamin C, Navel oranges are fantastic eaten out-of-hand and also a versatile ingredient for seasonal recipes. As a popular gift for Lunar New Year, retailers can capitalize on 2018 celebrations with Sunkist’s limited edition “Year of the Dog” 10-pound consumer carton, on display at Sunkist’s booth.

The cooperative will also introduce trade to Sunkist Delite™ mandarins, which begin shipping in early November. This season, Sunkist has doubled its mandarin volume and is kicking off the growing year with a fresh approach and the Delite name, the original California mandarin brand. Sweet, seedless and easy-to-peel, mandarins are a staple of the citrus category and Sunkist is pleased to offer consumers a program that capitalizes on consumer demand for California-grown quality, simply and authentically.

Sunkist will also be previewing speciality varieties that will be available soon. The Cara Cara Navel orange season will begin in December. Growing in demand, Caras are seedless and sweet with a beautiful pink interior, offering 20 percent more Vitamin C and nearly 30 percent more Vitamin A than traditional Navel oranges. Rich crimson blood oranges, tangy, juicy Minneola tangelos and sweet-tart pummelos are also coming into season in the months ahead.

“Selling specialty citrus is all about education,” said Sunkist Director of Retail Marketing Julie DeWolf. “We offer a wide array of retail marketing materials to help retailers inspire consumers to try citrus varieties that they may not have tried before. Highly visual materials and programs



that highlight flavor, usage, nutrition and recipe ideas engage consumers in-store and encourage them to explore the citrus category.”

In addition to seasonal specialties, Sunkist offers lemons, limes and grapefruit year-round. These citrus varieties continue to grow in demand for their versatility. Retailers can continue to drive sales of these varieties using Sunkist’s secondary display options to promote citrus sales outside the produce section. Specialty lemons are growing in demand along with the category, marking opportunity for Meyer lemons, a juicy, less acidic cross between a mandarin and lemon. Sunkist also offers growing volume of organics across the category.

Visitors to the Sunkist booth will have the opportunity to learn more about the citrus category and the wide array of marketing support available. Sunkist will highlight the cooperative’s retail marketing tools as well as feature the brand’s consumer marketing capabilities, with a virtual reality experience will allow visitors to the booth to experience the natural beauty of Sunkist’s home and primary growing area, California. Chef Jill Davie will also be demonstrating how to squeeze the most out of citrus season, sampling Flatiron Steak with Sunkist Orange Chili Sauce as well as Citrus Spiked Sweet Potatoes with Sunkist Lime and Chayote Orange Slaw. In addition, a juice bar will serve infused lemon water as well as freshly squeezed grapefruit and orange juice.

To learn more about Sunkist citrus, visit booth 2217 or [www.sunkist.com](http://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. For more information, visit [www.sunkist.com](http://www.sunkist.com).*

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