

News Release:
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For Immediate Release

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Bee Sweet Citrus' Winter Line is Available for Upcoming Promotions

Bee Sweet Citrus' winter line is diverse and suited for upcoming retail promotions. Many of their available varieties complement events such as the Super Bowl, Valentine's Day, and the Lunar New Year.

"2026 has just begun, and customers are already preparing their homes for major celebrations," stated Bee Sweet Citrus Director of Communications, Monique Mueller. "From lemons to pummelos, our winter citrus line provides the perfect ingredients for game day recipes and can help families honor holiday traditions."

Currently, Bee Sweet Citrus offers household staples like Navel oranges, mandarins, lemons, and grapefruit. The company's winter citrus line also features specialty citrus varieties, including Cara Cara oranges, Royal Red oranges, Meyer lemons, pummelos, Minneola Tangelos, and Golden Gem grapefruit. Apart from grapefruit being harvested out of California's desert region, all varieties are currently being sourced from the Central Valley, ensuring outstanding fruit quality.

"After battling wet weather and foggy, overcast days, we now have a good window to harvest all varieties," stated Bee Sweet Citrus Director of Harvesting and Grower Relations, Randy Stucky. "Morning temperatures have been in the low to mid-30s, allowing fruit to color up nicely on the tree. Fruit size is also up across all varieties, and the eating quality is exceptional with outstanding Brix levels."

With seasonal holidays and major sporting events right around the corner, Bee Sweet's winter line offers retailers an excellent opportunity to market the citrus category at the store level. Lemons are ideal for game-day dips and appetizers, while pummelos symbolize good luck and prosperity for families celebrating the Lunar New Year. The pink and reddish hues of Cara Caras and Royal Red oranges add a festive touch to Valentine's Day meals and desserts.

All of Bee Sweet's varieties are available in both bag and bulk items. To learn more about Bee Sweet's winter citrus line, its availability, or available point-of-sale material, please call 559-834-4200 or visit www.beesweetcitrus.com.

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A grower, packer and shipper of premium California citrus, Bee Sweet Citrus is a leader in today's agriculture industry. Founded in 1987, Bee Sweet Citrus is a family owned and operated company and provides approximately 10 different citrus varieties to its consumers! Located in the heart of California's Central Valley, Bee Sweet is focused on innovation, sustainability and customer satisfaction.

