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For Immediate Release

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Bee Sweet Citrus Lemon Supply Ideal for Lenten Promotions

FOWLER, Calif., - With a strong supply of lemons and other varieties, Bee Sweet Citrus' sales team reports that they're well-suited to tackle Lenten and springtime citrus promotions.

"With the start of Lent, we often see a rise in lemon consumption as many families turn to meatless meals," stated Bee Sweet Citrus Director of Communications Monique Mueller. "Lemons not only enhance the flavor of pescatarian dishes, but are also a popular ingredient in springtime beverages and desserts."

Currently, Bee Sweet Citrus is harvesting lemons from California's Central Valley and Central Coast. The field team reports that this season's lemon crop boasts exceptional quality and flavor.

"Lemon supply is very good right now. We increased harvest ahead of current rain events, so we have plenty of inventory ready to ship," stated Bee Sweet Citrus Director of Harvesting and Grower Relations Randy Stucky. "We are picking full-color fruit and packing immediately after it arrives from the field, which will extend shelf life and improve fruit quality at the store level."

In addition to lemons, Bee Sweet Citrus has a robust line of varieties that would complement Easter and other seasonal promotions. The company's Meyer lemons, Royal Red oranges, and Cara Cara oranges would best suit desserts, while its grapefruit, Minneola tangelos, mandarins, and Navel oranges would make great on-the-go snacks.

All of Bee Sweet's varieties are available in bag and bulk options. To learn more about the company's variety availability, please call a Bee Sweet sales representative at 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.

