

News Release:
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For Immediate Release

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Bee Sweet Citrus Adds Rosy Red Valencias to Citrus Line-Up

FOWLER, Calif., - Rosy Red Valencias, an exciting new citrus variety native to California's Central Valley, will be available at Bee Sweet Citrus later this spring. Discovered in 2009 by Bee Sweet Citrus grower Nancy Lange, this variety is an excellent choice for customers seeking unique produce to enhance their summer selection.

"The Rosy Red is truly unique. As the only Valencia orange with beautifully tinted juice, it boasts a vibrant rosy blush and a striking coral-colored flesh," said Bee Sweet Citrus grower Nancy Lange. "Its beautiful pigmentation comes from lycopene, a carotenoid known for its nutritional benefits. With its delicious flavor and healthful qualities, Rosy Reds are sure to delight consumers."

Similar to Bee Sweet's Royal Red oranges and Cara Cara Navel oranges, Rosy Red Valencias feature a unique coral-colored interior and a blushed rind. Their blush is most pronounced during the summer months, and harvest runs from May through August. Their sweet flavor makes them perfect for fresh eating, while their abundant juice content is excellent for juicing.

"Rosy Reds were first discovered as a spontaneous variation on a single limb of a Valencia tree. We're grateful that Nancy not only noticed the emergence of Rosy Reds, but also led its development and production," stated Bee Sweet Citrus Sales Representative Joe Berberian. "We're proud to include Rosy Reds in our citrus line-up and hope our customers enjoy their unique flavor while they're in season."

Rosy Red Valencias are available in both bag and bulk options. The packaging has been thoughtfully created to highlight the variety's unique qualities and is sure to draw attention in the produce aisle.

For more information, visit www.rosyredvalencia.com or contact a Bee Sweet Citrus sales representative at 559-834-4200.

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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.

