

NEWS RELEASE

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For Immediate Release

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Bee Sweet Citrus Brings Focus to Specialty Citrus for Valentine's Day Promotions

FOWLER, Calif., - With Valentine's Day right around the corner, Bee Sweet's sales team reports a strong supply of specialty citrus varieties to meet consumer demand.

"If consumers are looking for fruit that's both healthy and delicious, Cara Cara Navels and Blood Oranges are a must-have this season," stated Bee Sweet Citrus Director of Communications Monique Bienvenue. "Both varieties are aesthetically pleasing, delightfully flavorful and extremely nutritious."

While the exterior of a Cara Cara Navel looks like that of a regular orange, their beautiful pink interior quickly sets them apart. Less acidic than most citrus varieties, Cara Caras are known for their sweet, crisp flavor, as well as their amazing nutritional benefits. A natural source of Lycopene, a naturally occurring pigment and powerful antioxidant, Cara Caras can help contribute to a strong immune system and can help improve one's skin health.

Another variety that's sure to stand out this season are Blood Oranges. Easily recognizable with their blushed rind, Blood Oranges are often utilized to enhance the flavor of specialty cocktail beverages, salads, baked goods and more.

"Like Cara Caras, Blood Oranges are often sought out for their unique flavor," continued Bienvenue. "Anthocyanins, another naturally occurring pigment, are responsible for giving Blood Oranges their dark reddish hues, as well as their sweet, berry-like taste."

While Cara Cara Navels and Blood Oranges work in unison with Valentine's Day themed promotions, Meyer Lemons, grapefruit and mandarins are also available at Bee Sweet Citrus to help consumers kick off the spring season.

For more information regarding Bee Sweet's variety availability, pack styles and more, please contact a Bee Sweet Citrus sales member at 559-834-4200 or visit www.beesweetcitrus.com.

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A grower, packer and shipper of California citrus, Bee Sweet Citrus is an emerging leader in today's agriculture industry. Founded in 1987, Bee Sweet Citrus is a family owned and operated company and provides over 15 different varieties of citrus to its consumers! Located in the heart of



California's Central Valley, Bee Sweet is focused on innovation, sustainability and customer satisfaction.



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