

**News Release:**

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**Bee Sweet Citrus Encourages Customers to Tackle Health Goals with Heirloom Navels**

FOWLER, Calif., - As shoppers dial in on new resolutions, Bee Sweet Citrus encourages consumers to look to Heirloom Navels as a healthy addition to their diet.

"Heirloom Navels are perfect for regular consumption because they're never compromised by acidity," stated Bee Sweet Citrus Director of Communications Monique Bienvenue. "Their sweet flavor and amazing health benefits make them an easy choice for shoppers looking to add more produce to their diet."

True to its name, Heirloom Navels are a selection of California's oldest and most established citrus varieties. They're grown on blocks of well-aged trees, averaging 40-60 years old.

"For years, our growers have worked hard to exceed our consumer's standards in taste and quality," stated Bee Sweet Citrus Vice President of Farming Keith Watkins. "Heirloom Navels continue to set the bar for excellence due to their high Brix levels and exceptional flavor."

Available in high-graphic packaging, Bee Sweet's Heirloom Navels stand out in their black carton and matching 3- and 4-pound bags. An excellent source of vitamin C and fiber, they'll be available through May, and consumers are encouraged to try them while they're in season.

In addition to Heirloom Navels, Bee Sweet Citrus also has Mandarins, Navel Oranges, Lemons, Meyer Lemons, Grapefruit, Cara Cara Navel Oranges and Blood Oranges available for its customers. For more information regarding Bee Sweet's variety availability, please call a sales representative at 559-834-4200 or visit [www.beesweetcitrus.com](http://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.*

