

## NEWS RELEASE

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### Bee Sweet Citrus Expands its Digital Outreach

FOWLER, Calif., - As Bee Sweet Citrus continues to grow its online presence, its marketing efforts are now targeting consumers through another means of communications: YouTube.

"Behind every amazing product, is an even greater story; and that's exactly what Bee Sweet's YouTube channel aims to communicate," said Bee Sweet Citrus Director of Communications Monique Bienvenue. "From the advanced technology we use to bring citrus to our consumers, to celebrating the characteristics and history of our varieties and employees, we want to give consumers a behind-the-scenes look into the many incredible facets of California's citrus industry."

Bee Sweet's #EatMoreCitrus campaign began in 2015 as a way to educate consumers on the many health benefits of citrus. Since then, it has morphed into an all-encompassing educational movement that highlights the company's citrus varieties, its innovative technology and the employees who make up its intricate history. Utilizing its social platforms, Bee Sweet's marketing team is focused on giving consumers a behind-the-scenes look into the everyday functions of one of California's largest agribusinesses.

"As marketing trends continue to take the produce industry by storm, we've noticed that consumers aren't just interested in learning about the product; they want to know the story behind it as well," said Bee Sweet Citrus Sales Representative Joe Berberian. "Our YouTube channel offers customers and the everyday consumer a chance to learn more about our product, as well as the technology and people that make production possible."

Some of Bee Sweet's most recent YouTube uploads include highlights of the company's state-of-the-art automatic palletizing system, as well as the company's new lemon wash and production line. As the company's domestic season continues to unfold, subscribers can look forward to informational videos regarding unique specialty varieties and creative recipe tutorials.

"As food and health trends continue to take shape, we want consumers to have all the information they need to make informed shopping decisions," continued Bienvenue. "There are many steps that go into providing quality citrus to our consumers, and our YouTube channel gives the public a chance to better understand our history, mission and brand."



To subscribe to Bee Sweet's YouTube channel, click here: <http://ow.ly/LHfl30mWLtX>.

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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.*

