

News Release:

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For Immediate Release

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Bee Sweet Citrus Introduces New Premium Line to Customers

FOWLER, Calif., - With California's citrus season set to begin in just a few weeks, Bee Sweet Citrus is excited to introduce its new premium citrus line to customers.

"This season, Bee Sweet's Golden Gem Grapefruit, Pummelos and Royal Red Oranges will be marketed under our new premium citrus line," stated Bee Sweet Citrus Director of Communications Monique Mueller. "Each variety has a brand new look that complements different promotional periods, and we're thrilled to offer them as part of our 2024/2025 offerings."

While each variety in the company's premium line has distinct looks, all are packaged in high-end graphics that emphasize the seasonality of the product. The golden hues that adorn the packaging of Bee Sweet's Golden Gem Grapefruit and Pummelos will catch the attention of consumers shopping during the holiday season, while the contrasting red and blue tones of the company's Royal Red oranges are sure to stand out in the produce aisle.

"If there's one word our team would use to describe our premium varieties, it would be, *exclusive*," continued Mueller. "Each variety is available for a limited time throughout the season, and we have retail-specific opportunities available to help our customers generate excitement for their shoppers."

All of Bee Sweet's premium varieties are available in bag and bulk items and have complementary point-of-sale material to help market the product at the store level. Bee Sweet's Pummelos will be available this October, while Golden Gem Grapefruit will be available in November. Royal Red Oranges are set to return this December.

For more information regarding the company's premium varieties, seasonality, or supporting marketing opportunities, please call 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.



416 E. South Ave. Fowler, CA 93625 • 559-834-5345 • #EatMoreCitrus