

News Release:

October 13, 2025

For Immediate Release

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**Bee Sweet Citrus to Debut New Booth & Packaging at
IFPA's Global Produce & Floral Show**

FOWLER, Calif., - This week, the Bee Sweet Citrus team is off to IFPA's Global Produce and Floral Show in Anaheim, California. The company plans to kick off its new season by debuting a new booth, packaging, and more.

"IFPA's Global Produce and Floral Show is something that the entire Bee Sweet Citrus team looks forward to annually," stated Bee Sweet Citrus Director of Communications Monique Mueller. "Not only is it one of the biggest events of the year, it also provides us with an opportunity to connect with our peers, see what's trending in produce, and make new connections."

Bee Sweet Citrus is currently transitioning from its summer import program to its domestic season. Currently, California-grown grapefruit, Meyer lemons, lemons, Golden Gem grapefruit, and pummelos are available for customers, while mandarins and Navel oranges will be available at the end of this month.

"Last year, our team debuted our premium citrus line at IFPA's fall show and received positive feedback from customers," continued Mueller. "This year, we're pleased to announce that we've expanded our line to include Heirloom Navels, and its packaging will be on display at our booth."

Bee Sweet's sales and upper management team will be attending this year's show, and attendees are encouraged to visit their booth to discuss their variety availability, seasonal marketing opportunities, and more. To learn more, please call 559-834-4200 or visit the Bee Sweet Citrus booth at Booth #1293.

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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.

