

News Release:

October 8, 2024

For Immediate Release

News Contact:

Monique Mueller

Director of Communications

moniqueb@beesweetcitrus.com

559.834.5345 x 197

**Bee Sweet Citrus to Showcase Premium Citrus Line at
IFPA's Global Produce & Floral Show**

FOWLER, Calif., - Next week, the Bee Sweet Citrus team will showcase its new premium citrus line and complementary point-of-sale material at IFPA's Global Produce & Floral Show.

"Every year, our team looks forward to exhibiting at IFPA's Global Produce and Floral show because it allows professionals to re-connect with industry colleagues and discover new and exciting trends in produce," stated Bee Sweet Citrus Director of Communications Monique Mueller. "We're especially excited for this year's show because we're debuting our new premium citrus line and cannot wait to share our offerings for the 2024-2025 season with our customers."

Right now, the Bee Sweet Citrus team is transitioning from its offshore program into its domestic season. California-grown lemons, Meyer lemons, and pummelos are currently available for customers, and the company's team will begin to ship oranges, mandarins, grapefruit, and Golden Gem grapefruit by the end of the month.

"Over the last year, our team has worked hard to elevate the look of our premium line, and we can't wait to showcase our newly designed packaging and POS material to the show's attendees," continued Mueller. "We believe that our premium varieties can generate excitement about the citrus category and will encourage consumers to try something new."

This season, the Bee Sweet Citrus team will offer customers point-of-sale material for both its premium citrus line and domestic varieties. All items are available in bag and bulk styles, and several marketing opportunities are available to help retailers market the citrus category at the store level. To learn more about the company's offerings, please call 559-834-4200 or visit their booth at C2566.

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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.

