

## NEWS RELEASE

October 21, 2019  
For Immediate Release

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### California Mandarin Varieties Available to Meet Holiday Market Demand

FOWLER, Calif., - Climbing their way to the top of many grocery lists across the nation, easy-peel mandarins have become a household staple for many families looking for healthy snack options. As food trends continue to favor these small, flavorful pieces of fruit, the Bee Sweet Citrus sales team is kicking off the start of California's domestic season with the arrival of its most popular mandarin varieties.

"Mandarins check-off all the qualities that consumers look for in citrus," stated Bee Sweet Citrus Sales Representative Joe Berberian. "Their unique flavor combined with their versatile characteristics make them a great fit for anyone looking to incorporate healthy snacks into their diet."

California's citrus domestic season ramps up with the availability of Clementine mandarins, which kicks-off during the first week of November. Grown and harvested in California's Central Valley, this variety is popular for its sweet flavor and vibrant color.

"With the holiday season right around the corner, there's no better time to stock up on sweet mandarins than now," stated Bee Sweet Citrus Director of Communications Monique Bienvenue. "Parents and educators often look for healthy snack alternatives to celebrate the holiday season, and Clementines are perfect for curbing a child's sweet tooth."

At approximately 50 calories per serving, Clementine mandarins are sodium free, cholesterol free and are an excellent source of vitamin C and fiber. Joining them as a nutritional powerhouse is the W. Murcott mandarin variety.

"Clementines will be available to kick off the start of the holiday season, and Murcotts will be able to close it," continued Berberian. "Both varieties are known for their easy-peel characteristics and their sharp, rich flavor."

Both Clementines and Murcott mandarins are seedless, easy-peelers. Popular for their unique taste, both varieties are in high demand while they're in season. Clementines are expected to be available at the start of November through mid-December and Murcott mandarins will be available mid-January through May.



"There's no doubt about it, mandarins have taken the produce industry by storm," added Bienvenue. "Fortunately, our team has the volume and variety customers need to meet market demand."

For more information regarding Bee Sweet's variety availability, please call at 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 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.*

