

NEWS RELEASE

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For Immediate Release

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Heirloom Navels Have Arrived at Bee Sweet Citrus

FOWLER, Calif., - For a limited time only, Heirloom Navels are back at Bee Sweet Citrus and its sales team is encouraging consumers to try out this unique citrus variety while they are in season.

"Unlike other citrus varieties, Heirloom Navels are never compromised by acidity," said Bee Sweet Citrus Director of Communications Monique Bienvenue. "Grown under the close watch of our growers, they are unmatched in flavor and are popular for being one of the sweetest navel varieties out there."

Heirloom navels are a selection of a parent Washington; the first navel variety that was brought to America from Brazil in 1870. They are grown on older blocks of well-aged trees, and the same farming methods that were used to grow Washington navels over a century ago are used to grow Heirlooms today.

"Heirloom navels set a very high standard for other easy-peel varieties," continued Bienvenue. "Its high brix levels make them perfect for numerous snacks and desserts, and we encourage everyone to try them while they're in season."

Heirloom navels are available at Bee Sweet Citrus now until June. For more information, please call a Bee Sweet Citrus sales representative at 559-834-4200.

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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.

