

**NEWS RELEASE**

May 3, 2019

For Immediate Release

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**Heirloom Navels Celebrate California's Century-Long Success in Citrus**

FOWLER, Calif., - Grown under the close watch of Bee Sweet's growers, Heirloom Navels possess a delightfully sweet flavor profile that's unmatched by other varieties. Consumers can expect them to be available now through the end of California's citrus domestic season.

"Heirloom Navels definitely set the bar for delicious citrus varieties," stated Bee Sweet Citrus Vice President of Farming Keith Watkins. "Less acidic than other navel varieties, they are revered for their sweet taste and exceptional nutritional benefits."

A subset variety of a Washington navel, Bee Sweet's Heirloom navels are harvested on older blocks of well-aged trees. They are grown the same way that Washington navels were grown over a century ago, and possess a sweet flavor that pleasantly complements numerous seasonal meals.

"Heirloom Navels are never compromised by acidity and are a seasonal favorite amongst many of our consumers," stated Bee Sweet Citrus Sales Manager Joe Berberian. "The work of our farm and production teams, coupled with the technology of our Brix machines guarantee that our consumers will receive exceptional Heirlooms every time they turn to our brand."

Available in attention-grabbing packaging, Bee Sweet's Heirloom navels stand out in their black carton box and matching three and four pound bags. The variety is expected to be available through June and consumers are encouraged to try them while they're still in season.

For more information regarding Heirloom navels, please contact a Bee Sweet Citrus 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.*

