

News Release:

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For Immediate Release

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Heirloom Navels are Available at Bee Sweet Citrus

FOWLER, Calif., - Heirloom Navels are available at Bee Sweet Citrus, further expanding the company's winter citrus line and providing customers with an additional option for fresh produce.

"For decades, our growers have worked diligently to exceed our customer's standards in taste and quality," stated Bee Sweet Citrus Vice President of Farming Keith Watkins. "Heirloom Navels set the bar for excellence due to their high brix levels and exceptional flavor."

True to its name, Heirloom Navels are a selection of California's oldest and most established citrus varieties. They're generally grown on blocks of well-aged trees, averaging anywhere from 40-60 years old.

"Customers can rely on Heirloom Navels because they're never compromised by acidity," stated Bee Sweet Citrus Sales Representative Joe Berberian. "The work of our farm and production teams, coupled with the technology of our Brix machines, guarantees consumers an exceptional piece of fruit every time they turn to our brand."

Available in its own label, the company's Heirloom Navels stand out in its black carton and matching 3- and 4- pound bags. Bee Sweet Citrus also has supplemental display bins, station signs and consumer cards to help retailers market the fruit at the store level.

In addition to Heirloom Navels, Bee Sweet Citrus has Mandarins, Navel Oranges, Lemons, Meyer Lemons, Cara Cara Navel Oranges and Blood Oranges available for customers. For more information about the company's variety availability, please call a sales representative at 559-834-4200 or visit www.beesweetcitrus.com.

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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 15 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.

