

NEWS RELEASE

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For Immediate Release

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Specialty Citrus Varieties Available for Holiday Season

FOWLER, Calif., - As consumers begin to finalize their Thanksgiving menu, Bee Sweet Citrus has welcomed back several specialty varieties just in time for the holiday season.

"Not only do our specialty citrus varieties offer a multitude of nutritional benefits, their diverse flavor profiles make them a perfect addition to many holiday meals and desserts," said Bee Sweet Citrus Director of Communications Monique Bienvenue. "From appetizers to salad dressing, there are many ways families can utilize citrus to lighten their Thanksgiving meals, without compromising taste."

Bee Sweet Citrus currently reports ample supply of Navel oranges, lemons and Satsuma mandarins. With the holiday season officially here, the Bee Sweet Citrus sales team reports enough volume to support seasonal promotions and consumer demand.

"Over the next few weeks, buyers can expect a surge in demand for citrus fruits," continued Bienvenue. "While the holiday season provides families with various opportunities to utilize citrus in their meals, it's also a time for families to stock up on immunity-boosting foods."

Eating one Navel orange or two Satsuma mandarins can help men and women meet over half the recommended daily intake of vitamin C. The same can be said for Cara Cara Navels and Minneola Tangelos, which are expected to be available to consumers by mid-December.

"With healthy food trends on the rise, incorporating citrus into holiday meals is a no-brainer," Bienvenue continued. "Whether they prefer the classic taste of Navel oranges or the unique flavor of Minneola Tangelos, our citrus can help our consumers kick off the festive season on a healthy note."

Over the next few weeks, consumers can also look forward to the return of Cara Cara Navels, Blood Oranges and Minneola Tangelos. For more information regarding variety availability, 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.



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