

News Release:

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For Immediate Release

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Seasonal Citrus Varieties are Available for Holiday Promotions

FOWLER, Calif., - With several winter holidays around the corner, the Bee Sweet Citrus team has a wide array of citrus varieties available for customers.

"In addition to household staples such as Lemons, Navel Oranges and Mandarins, our team has seasonal varieties to help move the citrus category during the holiday season," stated Bee Sweet Citrus Director of Communications and Compliance Monique Bienvenue. "With food at the heart of many holiday gatherings, our diverse citrus line caters to shoppers looking for ingredients to salads, main entrees, desserts and more."

Since the start of California's citrus domestic season, the Bee Sweet Citrus team has added Meyer Lemons, Star Ruby Grapefruit, Melo Gold Grapefruit and Pummelos to their citrus portfolio. Next month, the company will also have Cara Cara Navel Oranges, Blood Oranges and Minneola Tangelos available for its customers.

"Our warm fall has delayed the normal coloring of the exterior of the fruit, but has helped increase sugar levels," stated Bee Sweet Citrus Vice President of Farming Keith Watkins. "We expect eating quality of our fruit to be extremely good throughout the winter and into spring."

Bee Sweet's winter citrus line is grown under the close watch of the company's farming department and meets strict quality standards to ensure consumers receive an exceptional piece of fruit. Available in new, high graphic packaging, all of Bee Sweet's varieties are available in bag and bulk options.

For more information regarding the company's winter citrus line, please call a Bee Sweet Citrus 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 10 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.

