

News Release:

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For Immediate Release

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Specialty Citrus Varieties are Available for Retail Promotions

FOWLER, Calif., - Several major holidays are just around the corner and Bee Sweet Citrus reports a strong supply of lemons and specialty citrus varieties available to help retailers with upcoming promotions.

"Super Bowl Sunday and Valentine's Day are great holidays for our customers to market the citrus category," stated Bee Sweet Citrus Director of Communications Monique Mueller. "Both holidays capitalize on snack and food items, and our team has the varieties needed to meet consumer demand."

Football fans typically consume various dips and salsas during Super Bowl Sunday. Not only are lemons a staple ingredient for many of those recipes, they also act as an ideal cross-promotional item for other items across the snack, produce and beverage categories.

"If retailers are looking to push the citrus category in February, it's important to capitalize on events like Super Bowl Sunday," stated Bee Sweet Citrus Sales Representative Sergio Rodriguez. "Cross-marketing our lemons near other items like chips, avocados or beer can help entice customers to purchase them while shopping."

In addition to lemons, Bee Sweet Citrus also has Cara Cara Navels and Royal Red Oranges available to support Valentine's Day promotions.

"There's no better time to market our Royal Red Oranges and Cara Caras than during Valentine's Day," continued Mueller. "Their gorgeous internal hues match the holiday's pink and red color scheme, and their sweet flavor makes them an excellent addition to desserts, cocktails and more."

Available in both bag and bulk options, Bee Sweet's citrus line caters to the diverse needs of shoppers throughout the winter and spring months. To learn more about the company's variety availability, please contact 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



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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.



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