

NEWS RELEASE

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For Immediate Release

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Star Ruby Grapefruit Return for Spring Season

FOWLER, - California's sweetest grapefruit variety is now available for consumers, and citrus fans are encouraged to take advantage of its availability over the next few months.

"Every year, Star Ruby grapefruit continue to grow in popularity and take the produce industry by storm," said Bee Sweet Citrus Sales Representative Joe Berberian. "This variety is less acidic than other grapefruit varieties and has many health benefits."

Low in calories and a nutritional powerhouse, Star Ruby grapefruit is the reddest of all grapefruit varieties. An excellent source of vitamin C and fiber, one serving can provide you with over half the recommended daily intake of vitamin C and can also help promote a healthy digestive system.

"While all grapefruit varieties are known for its acidic bite, the Star Ruby variety meets the needs of those who like sweet, tart citrus," said Bee Sweet Citrus Director of Communications Monique Bienvenue. "Less acidic than other grapefruit, this variety possesses all characteristics needed for a healthy brunch treat, or a tart cocktail recipe."

With its blushed rind and red flesh, Star Ruby grapefruit contains one of the highest amounts of Lycopene compared to its citrus counterparts. A naturally-occurring pigment and powerful antioxidant, Lycopene is responsible for giving Star Ruby grapefruit its stunning internal color, and has been known to aid skin health, heart health and can help strengthen one's immune system. The fruit's unique flavor profile and photogenic physical characteristics make it a perfect ingredient for many upscale specialty dishes, or simple, every day snacks.

For more information about Star Ruby grapefruit, please contact 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 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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