

News Release:

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For Immediate Release

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Star Ruby Grapefruit Available for Seasonal Demand

FOWLER, Calif., - As temperatures continue to rise in California's Central Valley, the Bee Sweet Citrus team has turned its focus to Star Ruby Grapefruit as a key player in the company's spring citrus line.

"The eating quality of our Star Ruby Grapefruit has been nothing short of excellent," stated Bee Sweet Citrus Vice President of Farming Keith Watkins. "As the season continues to change, we've seen a rising demand for grapefruit and we're positive that shoppers will be satisfied with its taste and quality."

Star Ruby Grapefruit is the deepest colored of all red grapefruit varieties. With few to no seeds, they're less acidic than other grapefruit varieties and are perfect for consumers who enjoy sweet, tangy flavor.

"The Star Ruby variety is especially sweet in the late winter and early spring," continued Watkins. "Consumers can distinguish them apart from other grapefruit varieties with their blushed rind and dark, red internal color."

Bee Sweet's Star Ruby Grapefruit is perfect for anybody looking to add flavorful produce into their diet. With its high-fiber and high-water content, this citrus variety is an excellent source of vitamin A, vitamin C and potassium. Consumers can enjoy them as a snack, as an addition to breakfast meals or as a tangy ingredient to salads, cocktails and more.

Bee Sweet's Star Ruby Grapefruit is packaged in matching high-graphic bags and cartons. To learn more about this variety or about Bee Sweet's seasonal line, 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 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.

