



*Known for their timeless quality, these old Navel varieties offer an exceptionally sweet flavor*



FILM BAG



STANDARD CARTON



EURO DISPLAY



STORE DISPLAY

## AVAILABILITY



● DOMESTIC  
● IMPORT

## SEASONAL OPPORTUNITIES

### WINTER:

*Perfect for holiday recipes. Promote them as a traditional holiday fruit, symbolizing wealth and good fortune.*

### SEASONAL & SPECIAL:

*Market them as a limited-edition, seasonal item.*

## PACKAGING STYLES

PACK STYLE	PLU/UPC	PACK CONFIG.	CASE	PER PALLET
PLU #	4390 ALL	BULK	STANDARD CARTON	54
3LB BAG	7-91928-11043-7	10x3LB	EURO DISPLAY	45
3LB BAG	7-91928-11043-7	12x3LB	EURO DISPLAY	45
4LB BAG	7-91928-11044-4	10x4LB	EURO DISPLAY	45

## TARGET CONSUMER

### GOURMET CONSUMERS:

*Individuals who appreciate high-quality, premium citrus fruits with a unique, rich flavor.*

### FOODIES:

*People who enjoy exploring traditional and heirloom varieties of fruits for their distinct tastes.*

### CITRUS ENTHUSIASTS:

*People who enjoy the traditional taste and texture of a classic navel orange.*



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