

# KINGS RIVER ORGANIC

• GRAPEFRUIT •

*Tart & Sweet*



MEDIUM BAGMASTER

*Availability* →



● DOMESTIC  
● IMPORT

## SEASONAL OPPORTUNITIES

### *Weight Loss/New Year Trends:*

Promote as part of a healthy, low-calorie breakfast or snack. Ideal for promoting post-holiday detox or weight loss programs.

### *Spring:*

Focus on its refreshing flavor for Easter brunches and springtime recipes.

## TARGET CONSUMER

### *Health-Conscious Individuals:*

Consumers who prioritize fruits high in Vitamin C and enjoy a tangy flavor.

### *Breakfast Eaters:*

People who incorporate grapefruit into their morning routine, whether fresh or in juice form.

### *Culinary Enthusiasts:*

Individuals looking to add a touch of creativity to their culinary creations with a new flavor twist.

PACK STYLE	PLU/UPC	PACK CONFIG.	CASE	PER PALLET
3LB BAG	7-91928-50903-3	12x3LB	MED BAGMASTER	45
4LB BAG	7-91928-50904-0	10x4LB	MED BAGMASTER	45



KINGS RIVER PACKING, LP  
15749 E. Ventura Ave  
Sanger, California 93657  
KINGORANGE.COM

CONTACT  
P: 559-787-2056  
F: 888-251-7833  
E: sales@kingorange.com

