

KINGS RIVER ORGANIC

• NAVELS •

Sweet & Seedless



FILM BAG



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STANDARD CARTON

Availability

OCT NOV DEC JAN FEB MAR APR MAY JUN JUL AUG SEP



● DOMESTIC

● IMPORT

SEASONAL OPPORTUNITIES

Holidays:

Promote during the Christmas season as a traditional holiday fruit. Focus on recipes for winter citrus salads, orange-flavored baked goods, and festive decorations.

New Year Trends:

Position as a key ingredient in winter wellness and immune-boosting recipes.

TARGET CONSUMER

Families:

Perfect for households looking for a classic, easy-to-peel orange that's great for kids and adults alike.

Health-Conscious Shoppers:

Consumers who want a reliable source of Vitamin C and a sweet, juicy snack.

Citrus Enthusiasts:

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

PACK STYLE	PLU/UPC	PACK CONFIG.	CASE	PER PALLET
PLU #	94013 SML	BULK	STANDARD CARTON	54
PLU #	93107 MED	BULK	STANDARD CARTON	54
PLU #	94012 LRG	BULK	STANDARD CARTON	54
3LB BAG	7-91928-50103-7	12x3LB	MED BAGMASTER	45
4LB BAG	7-91928-50104-4	10x4LB	MED BAGMASTER	45



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