

KINGS RIVER ORGANIC

• VALENCIAS •

Sweet & Juicy



MEDIUM BAGMASTER



SEASONAL OPPORTUNITIES

Spring/Summer:

Ideal for juicing with peak availability during the warmer months. Promote for fresh-squeezed juice and summer holidays (Memorial Day, 4th of July).

Fitness Trends:

Emphasize as a post-workout juice for hydration and vitamin C boost during outdoor activities.

TARGET CONSUMER

Juice Lovers:

Consumers who enjoy making fresh, flavorful orange juice at home, as Valencias are known for their juiciness.

Health-Conscious Shoppers:

People seeking a high Vitamin C content and refreshing flavor in their citrus fruits.

Families:

Households looking for versatile oranges that are great for snacking, cooking, and juicing.

PACK STYLE	PLU/UPC	PACK CONFIG.	CASE	PER PALLET
3LB BAG	7-91928-60004-4	8x3LB	MED BAGMASTER	45
3LB BAG	7-91928-60004-4	9x3LB	MED BAGMASTER	45
4LB BAG	7-91928-50003-0	12x3LB	MED BAGMASTER	45
4LB BAG	7-91928-50003-0	10x4LB	MED BAGMASTER	45



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