

CALIFORNIA RASPBERRY ORANGES

A VIVID RED CITRUS WITH A
HINT OF SWEET BERRY FLAVOR



FILM BAG



COMBO BAG



1/2 CARTON



EURO DISPLAY



STORE DISPLAY

AVAILABILITY

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



● DOMESTIC

● IMPORT

TARGET CONSUMER

ADVENTUROUS EATERS:

Consumers interested in trying new and unique fruit flavors.

CULINARY ENTHUSIASTS:

Those who enjoy experimenting with flavors in their cooking and baking.

HEALTH-CONSCIOUS SHOPPERS:

People looking for a delicious, nutrient-rich citrus fruit with a twist.

SEASONAL OPPORTUNITIES

HOLIDAYS:

Position as a unique, visually appealing fruit for Christmas platters, New Year's Eve drinks, and Valentine's Day treats.

TRENDS:

Promote in the wellness space, leveraging its antioxidant properties and vibrant appearance for Instagram-worthy smoothies.

PACK STYLE	PLU/UPC	PACK CONFIG.	CASE	PER PALLET
PLU #	4381	BULK	STANDARD CARTON	54
PLU #	4381	BULK	1/2 CARTON	108
2LB BAG	7-91928-11964-5	18x2LB	EURO DISPLAY	40
3LB BAG	7-91928-11930-0	12x3LB	EURO DISPLAY	40
5LB BAG	7-91928-30805-6	8x5LB	EURO DISPLAY	40



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