

# KINGS RIVER VALENCIAS

*Sweet & Juicy*



FILM BAG

NET BAG

COMBO BAG

10LB CARTON

STANDARD CARTON

EURO DISPLAY

EURO DISPLAY

## Availability



## 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
PLU #	4014 SML	BULK	STANDARD CARTON	54
PLU #	3108 MED	BULK	STANDARD CARTON	54
PLU #	4388 LRG	BULK	STANDARD CARTON	54
3LB BAG	7-91928-11940-9	12x3LB	MED BAGMASTER	45
4LB NET BAG	7-91928-11050-5	10x4LB	MED BAGMASTER	45
4LB COMBO BAG	7-91928-11000-0	10x4LB	MED BAGMASTER	45
5LB BAG	7-91928-11054-3	8x5LB	MED BAGMASTER	45
8LB BAG	7-91928-11008-6	5x8LB	MED BAGMASTER	45
10LB BAG	7-91928-11012-3	4x10LB	EURO DISPLAY	40



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