

KINGS RIVER ORGANIC

• GRAPEFRUIT •

Tart & Sweet



MEDIUM BAGMASTER



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



● 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



KINGS RIVER ORGANIC

• LEMONS •

Tart & Juicy



FILM BAG



STANDARD CARTON



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



● DOMESTIC

● IMPORT

SEASONAL OPPORTUNITIES

Spring:

Promote during Spring cleaning season in natural cleaning products. Focus on refreshing lemonades and citrus dishes for Easter and Passover.

Summer:

Emphasize their use in summer drinks and marinades for barbecues. Promote for summer parties, 4th of July, and beach days.

PACK STYLE	PLU/UPC	PACK CONFIG.	CASE	PER PALLET
PLU #	94033 SML	BULK	STANDARD CARTON	54
PLU #	94958 MED	BULK	STANDARD CARTON	54
PLU #	94053 LRG	BULK	STANDARD CARTON	54
1LB BAG	7-91928-50501-1	12x1LB	EURO PLAIN	70
2LB BAG	7-91928-50502-8	12x2LB	EURO PLAIN	70
2LB BAG	7-91928-50502-8	18x2LB	MED BAGMASTER	45

TARGET CONSUMER

Home Cooks and Bakers:

Individuals who use lemons frequently for cooking, baking, and flavoring dishes.

Health-Conscious Shoppers:

People who add lemon juice to water or recipes for its health benefits and refreshing taste.

Flavor Enthusiasts:

Those who enjoy a burst of tangy flavor in their meals and beverages.



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



KINGS RIVER ORGANIC

• NAVELS •

Sweet & Seedless



FILM BAG



FILM BAG



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



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



organic poppies

california mandarins

Sweet, Seedless & Easy To Peel



Availability

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



● DOMESTIC
● IMPORT

Seasonal Opportunities

Summer/Fall:

Back-to-school lunch boxes and snack promotions.

Jan/Feb:

Symbolize good fortune, making them ideal for Lunar New Year promotions.

Target Consumer

Families:

Ideal for busy households seeking easy, nutritious snacks for kids and adults alike.

Health-Conscious Shoppers:

Those looking for a convenient source of Vitamin C and a healthy snack option.

Consumers Seeking Convenience:

People who appreciate easy-to-peel, seedless fruits.



FILM BAG



FILM BAG



EURO DISPLAY



STORE DISPLAY BIN

Packaging Styles

PACK STYLE	PLU/UPC	PACK CONFIG.	CASE	PER PALLET
2lb Bag	7-91928-50402-1	12x2lb	Euro Display	60
2lb Bag	7-91928-50402-1	15x2lb	Euro Display	60
3lb Bag	7-91928-50403-8	10x3lb	Euro Display	60



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

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



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

