

MAUI SUN™

JUICY LIMES



PLU



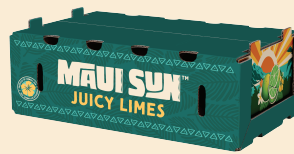
FILM BAG



EURO DISPLAY



STANDARD CARTON



10LB CARTON



DISPLAY BIN



AVAILABILITY

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

● DOMESTIC

WHY MAUI SUN™?

CATEGORY DIFFERENTIATION

Maui Sun™ introduces clear island origin, unique brand identity, and a premium consumer experience, differentiating itself from competitors in the lime set. What has traditionally been seen as a transactional, price-driven commodity becomes a story-led product that stands out in the set.

RELIABLE PROGRAM

Maui Sun™ delivers U.S.-grown, Maui-origin Persian limes with 12-month harvest capability. Controlled supply, full traceability, and year-round availability that retailers can count on.

MARGIN & TRADE-UP OPPORTUNITY

Find this lime in your everyday. Accessible, consistent, and sustainably sourced, Maui Sun™ brings the island to you.



SEASONAL OPPORTUNITIES

CINCO DE MAYO

Promote as warmer weather comes and summer celebrations begin. Leverage use in festive food such as guacamole and tacos.

4TH OF JULY

Include limes in 4th of July promotions as a great ingredient for mixers, marinades, appetizers, or large-batch cooking.

TARGET CONSUMER

HOME HOSTS

Families who host grad parties, grill-outs & 4th of July.

WEEKNIGHT CHEF

Individuals looking to experiment with flavor and new cuisine.

SUSTAINABLY MINDED

Those who take extra care to learn where their fruit comes from.

PACK STYLE	PLU/UPC	PACK CONFIG.	CASE	PER PALLET
PLU #	4048	BULK	Standard Carton	60
PLU #	4048	BULK	10-LB Carton	210
1LB Bag	7-91928-31201-5	24x1lb	Limes Standard Carton	60
1LB Bag	7-91928-31201-5	36x1lb	Euro Display	40
2LB Bag	7-91928-31202-2	12x2lb	Limes Standard Carton	60
2LB Bag	7-91928-31202-2	17x2lb	Euro Display	40
2LB Bag	7-91928-31202-2	18x2lb	Euro Display	40
3LB Bag	7-91928-31202-7	12x3lb	Euro Display	40



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