

# 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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