



**2026-2027
DOMESTIC SEASON**

OUR STORY



1853

Cattle ranchers William and Mary Hazelton settled their family along the banks of the Kings River in California's Central Valley.

William and Mary Hazelton planted the first orange trees in Fresno County from seeds brought back from Mexico.

1866

1873

The first ranches are developed and the Hazelton family begins to embrace life in the business of growing citrus.



Douglas Hazelton joins his father Ed and begins farming oranges. Father and son work together to build a family tradition from the ground up.

1961



1977

Douglas Hazelton founded **Kings River Packing** after recognizing the need for an independent shipper and packer in the Sanger area. With help from his family, he began packing and shipping his own fruit.

1997

The busy facility undergoes large-scale renovations. The packinghouse is remodeled and modernized.

2007

In order to increase production and limit risk, an automated grading system with frost detection is added to the operation in order to deliver better fruit during freeze years.



2012

What started with two orange trees grew into a family-owned packing and shipping company with a global reach.

2022

Planning for future generations, family members add additional packinghouses under the KRP umbrella with Cobblestone Fruit and Jireh Packing.

2026

Kings River Packing introduced Maui Sun Juicy Limes, the first year-round domestically-grown lime program.





OUR MISSION

TO HONOR GOD BY POSITIVELY IMPACTING
THE LIVES OF OUR EMPLOYEES, GROWERS,
CUSTOMERS, AND COMMUNITY.

CORE VALUES

HUMILITY

WE ARE CONFIDENT IN WHAT
WE DO, BUT NOT ARROGANT
IN OUR APPROACH.

INTEGRITY

WE DO WHAT IS RIGHT, EVEN
WHEN NO ONE IS WATCHING.

EXCELLENCE

WE STRIVE TO DO OUR BEST
IN EVERY ASPECT OF OUR
WORK.

ROOTED IN FAMILY

Driven by what sets us apart



FAMILY-OWNED. FUTURE-FOCUSED. COMMITTED TO GROWING BETTER—TOGETHER.

ADAPTABLE

We respond quickly to changing markets, seasons, and customer needs

Flexible operations that scale with opportunity

Innovative solutions grounded in real-world experience

TRANSPARENT

Open, honest communication with partners and customers

Clear visibility from grove to delivery

Trust built through accountability and consistency

RESOURCEFUL

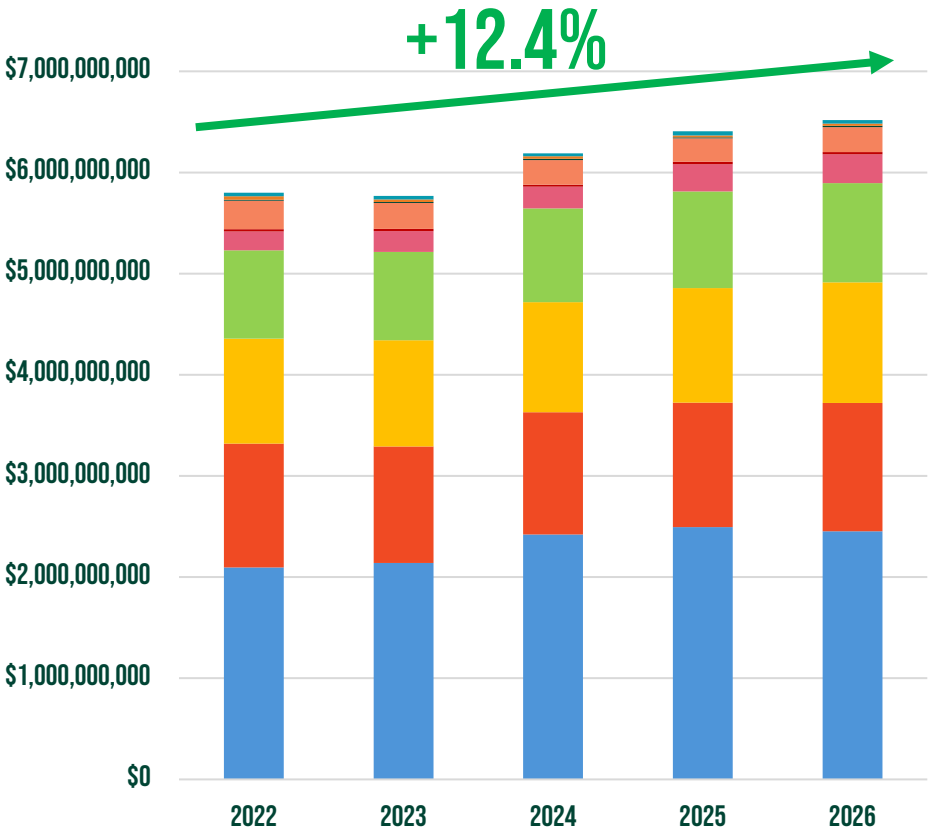
Hands-on leadership with deep industry knowledge

Maximizing every acre, every relationship, and every outcome

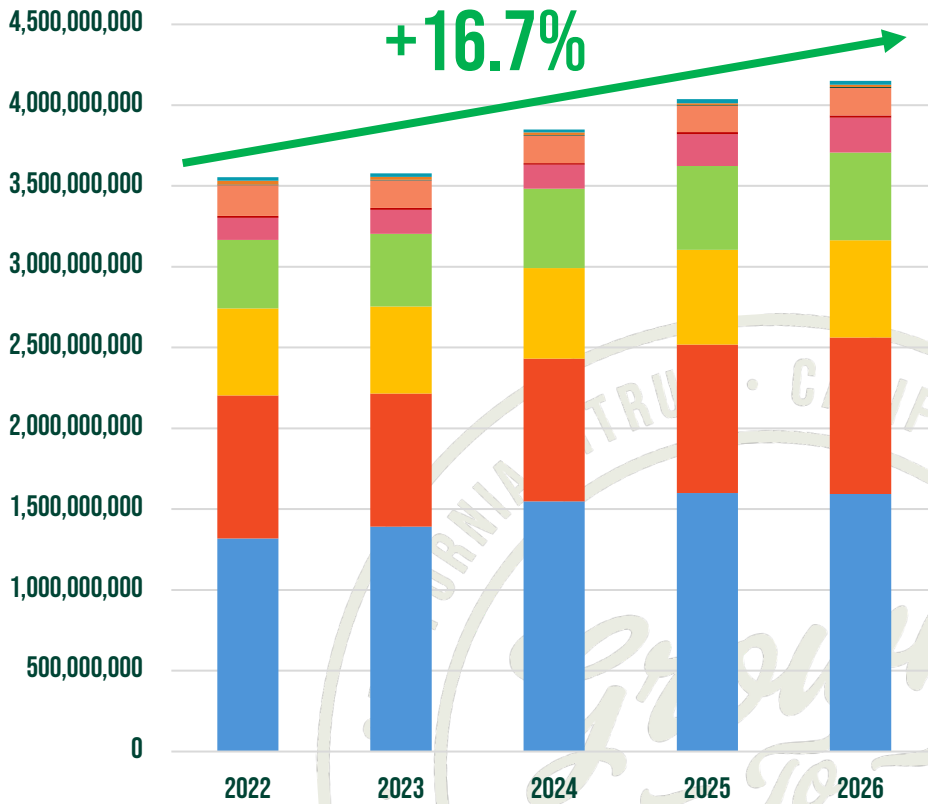
Creative problem-solving built from generations in citrus

CITRUS CATEGORY CONTINUES TO SHOW STRONG 5-YEAR GROWTH

DOLLAR SALES BY COMMODITY



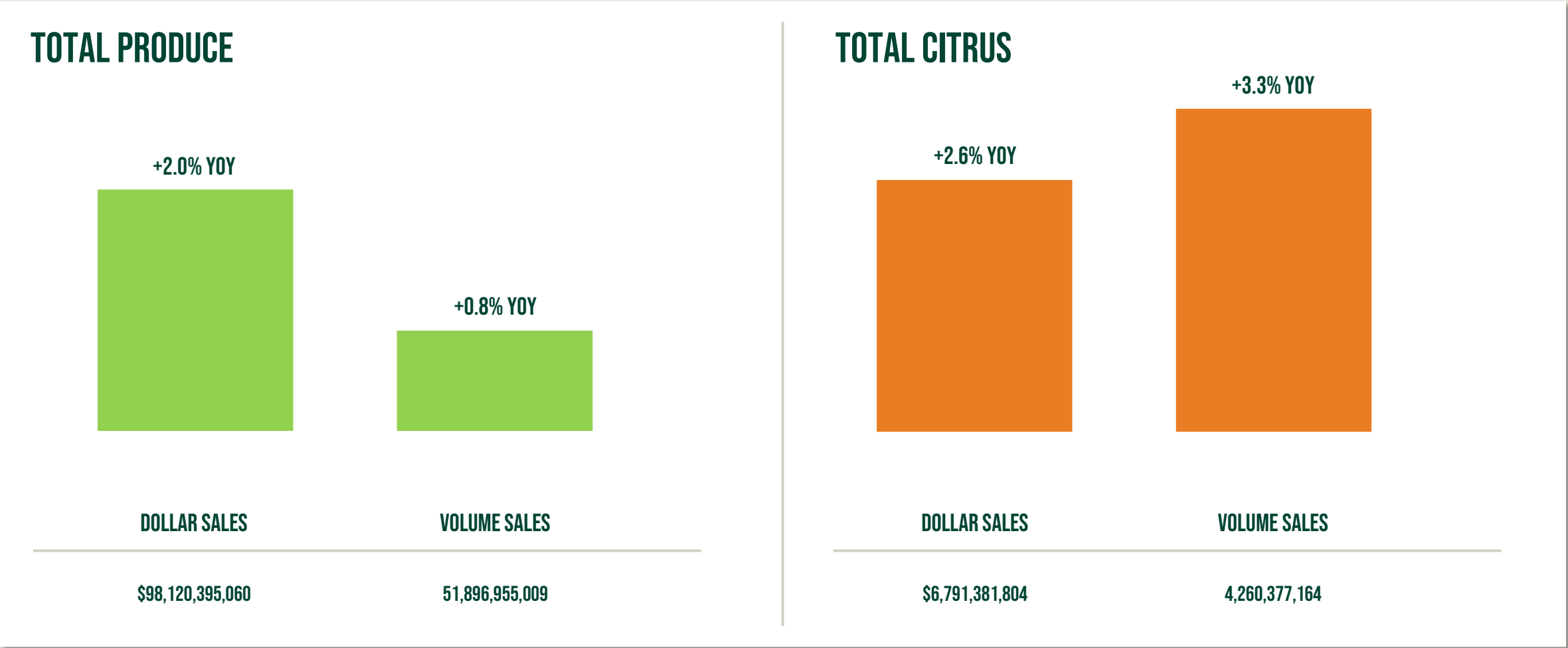
VOLUME SALES BY COMMODITY



MANDARINS NAVELS LEMONS LIMES CARA CARAS BLOOD ORANGES GRAPEFRUIT PUMMELOS VALENCIAS MINNEOLAS

CITRUS IS OUTPACING PRODUCE CATEGORY GROWTH

CITRUS IS A MANDATORY ITEM TO HAVE ON SHELVES



THE RIGHT PRODUCT MIX DRIVES REPEAT PURCHASE

Citrus Is a Habitual Replenishment Product not a "Stock Up" Purchase

CITRUS CONSUMER DRIVERS

HOUSEHOLD PENETRATION:

83.3% OF HOUSEHOLDS BUYING

OVER $\frac{3}{4}$ HOUSEHOLDS BUY CITRUS



FREQUENCY:

15.5 TRIPS/YEAR

EVERY 3.5 WEEKS (AT LEAST ONCE A MONTH)



CONSUMERS SPEND:

\$4.23/TRIP

3LB BAG OF GRAPEFRUIT OR NAVELS
2LB BAG OF LEMONS OR LIMES
2LB OR 3LB BAG OF MANDARINS



OUR CITRUS LINEUP



Heirloom Navels



Navel Oranges



Cara Cara Oranges



Valencia Oranges



Poppies Mandarins



Raspberry Oranges



Limes



Lemons



Minneola Tangelos



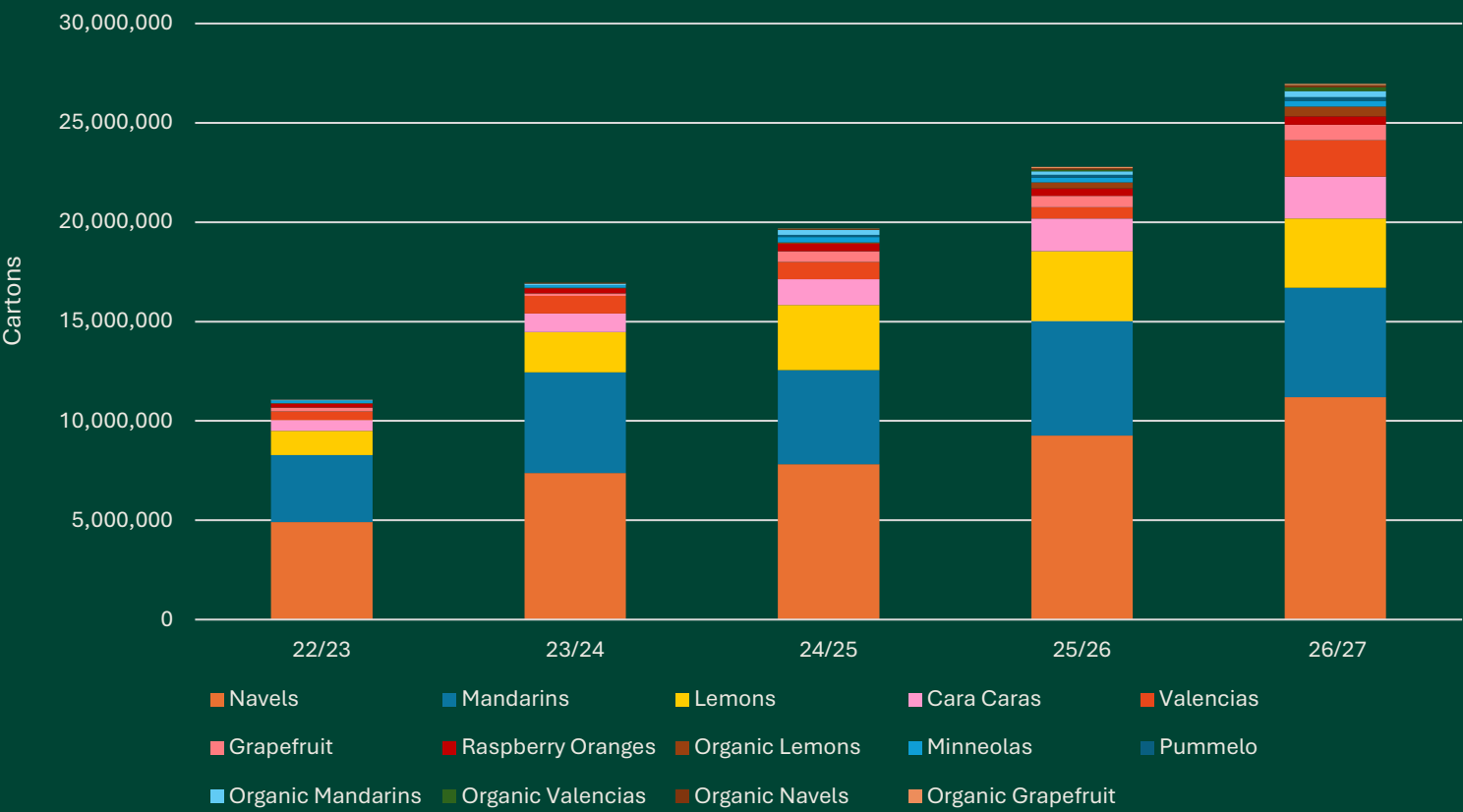
Grapefruit



Pummelos

KRP SUPPLY CONTINUES TO INCREASE

Kings River Packing Supply



2026/2027 Volume Estimates

COMMODITY	26/27
NAVELS	11.2M
MANDARINS	5.5M
LEMONS	3.5M
CARA CARAS	2.1M
VALENCIAS	1.8M
GRAPEFRUIT	775K
ORGANIC LEMONS	492K
RASPBERRY ORANGES	418K
MINNEOLAS	288K
PUMMELO	192K
ORGANIC MANDARINS	294K
ORGANIC VALENCIAS	197K
ORGANIC NAVELS	108K
ORGANIC GRAPEFRUIT	62K

Opportunities

- **BRANDED CITRUS**
- **EVERYDAY CITRUS**
- **PROMOTIONAL TIMING**
- **MARKETING SUPPORT**



OPTIMIZE ASSORTMENT TO GROW THE CATEGORY



Core Items	Navels	Poppies Mandarins	Lemons	Limes
Everyday	Bulk and 4#	3#	Bulk and 2#	2#
Incremental	8# 3# Heirloom	5#	5#	Bulk

Coming Soon

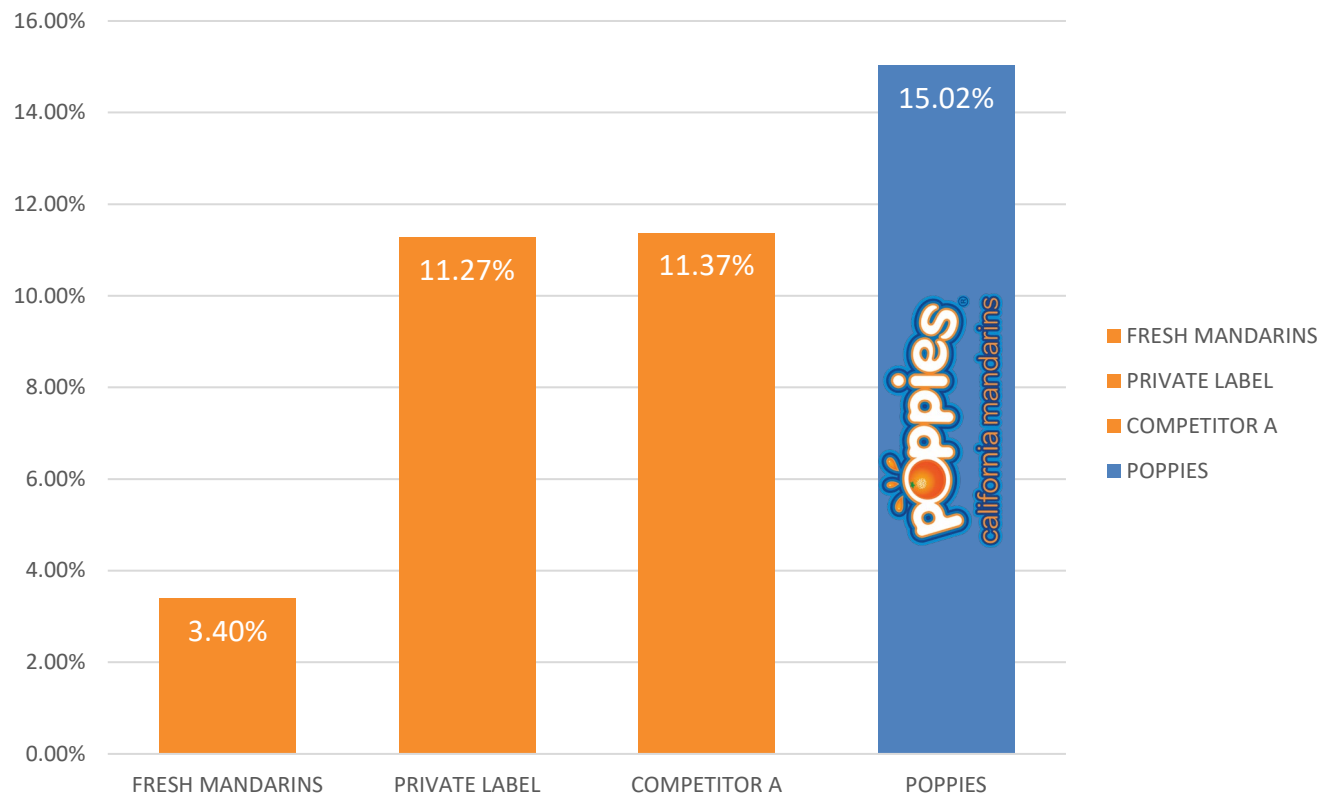


Expanded Items	Cara Caras	Grapefruit	Raspberry	Pummelo	Minneola	Valencia
Everyday	3#	5#	2#	Bulk	3#	4#
Incremental	8#	8# and Bulk	Bulk	2# and 3#		Bulk



DRIVE CATEGORY GROWTH WITH POPPIES

4 Year Dollar Sales CAGR



Poppies have delivered the strongest sustained growth over the past four years among top competitor brands, notably outperforming private label growth.

Skip Perfect. Share Sweetness.

Timing: Mid-November through December



What the Program Delivers

Seasonal display platform with the headline "Skip Perfect. Share Sweetness."

QR scan experience asking "What are you letting go of this season?"

Optional shopper social share and aggregate results screen showing what America is letting go of.

Value Added

Creates a clear, ownable story that stands out from traditional holiday produce displays.

Turns the display into an interactive engagement point and generates anonymized consumer insight.

Extends the campaign beyond the store and creates a shareable emotional hook.

The holiday season is full of pressure, planning, and competing messages. Poppies gives retailers a simple, differentiated produce story that meets shoppers where they are: looking for easy, naturally sweet, shareable options that fit real life.

KRP'S UNINTERRUPTED SUPPLY ENABLES EXPANDED DISTRIBUTION

DOMESTIC MANDARINS

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

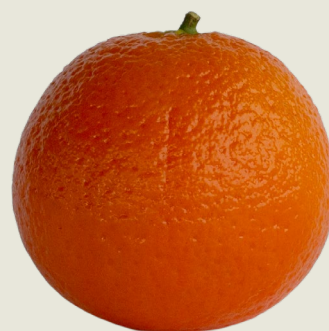
EARLY SEASON

- CLEMENTINE
- NOVEMBER - DECEMBER



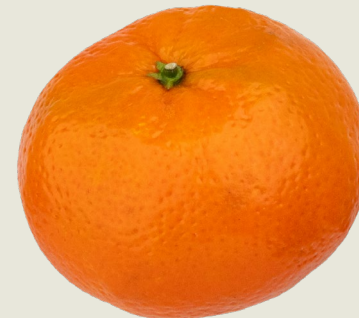
MID SEASON

- PAGE
- DECEMBER - JANUARY



LATE SEASON

- MURCOTT/TANGO
- JANUARY - JUNE



DRIVING GROWTH FOR THE CATEGORY

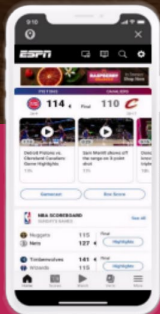
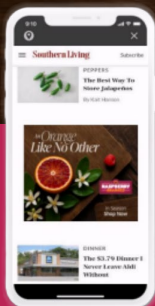
RASPBERRY ORANGES ARE A UNIQUE SEASONAL CITRUS VARIETY WITH LOWER SHOPPER FAMILIARITY. OUR SUPPORT PLAN IS DESIGNED TO INCREASE CONSUMER AWARENESS, KNOWLEDGE, AND CONFIDENCE, ULTIMATELY LEADING TO TRIAL AND PURCHASE.

CALIFORNIA
**RASPBERRY
ORANGES**



BUILD AWARENESS

- INFLUENCER PARTNERSHIPS
- SOCIAL AMPLIFICATION



EDUCATE & INSPIRE

- DEDICATED LANDING PAGE & FAQs
- RECIPES AND USAGE INSPIRATION
- ORGANIC SOCIAL CONTENT



DRIVE TRIAL

- IN-STORE SIGNAGE & MERCHANDISING
- SAMPLING/DEMO PROGRAMS
- RETAIL PARTNER ACTIVATION

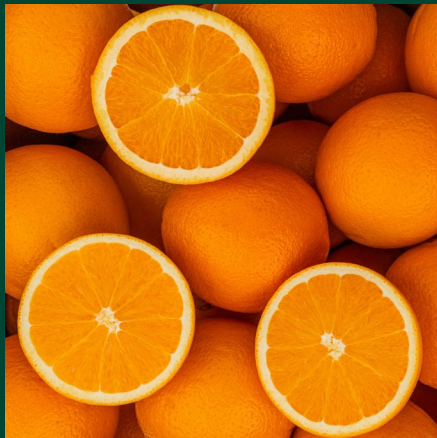


GROWING ACROSS EACH SEGMENT OF THE EVERYDAY CITRUS CATEGORY



NAVELS

KRP IS THE #1 BRANDED NAVAL
SUPPLIER



LEMONS

KRP PROVIDES 16% OF TOTAL
RETAIL LEMON SUPPLY
(INCLUDING PRIVATE LABEL)



CARA CARAS

KRP SUPPLIES OF 20% OF THE
CATEGORY VOLUME



GRAPEFRUIT

KRP GREW 10X THE RATE OF
THE CATEGORY (+60% VOLUME
SALES VS YA)



KRP MARKETING SUPPORT FOR EVERYDAY CITRUS



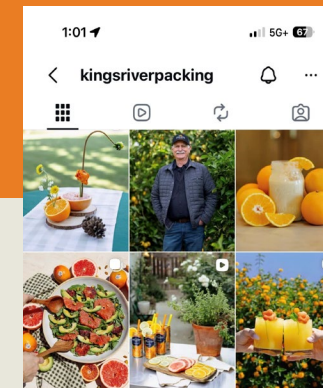
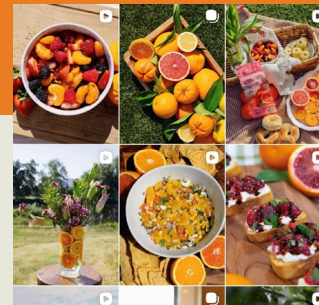
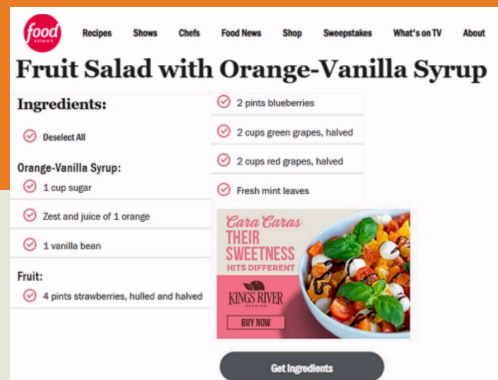
KRP's Growth strategy is focused on intercepting her before she reaches the store:

INSPIRING EVERYDAY USE

- Recipes and meal inspiration
- Usage occasion content
- Variety education and storytelling

DRIVING ENGAGEMENT

- UGC creator partnerships
- Organic social content
- Brand collaborations





Target Consumer

- GOURMET SHOPPERS
- FOODIES WHO ENJOY TRADITIONAL TASTE AND TEXTURE OF A CLASSIC NAVAL

Why it wins at Retail

- EXCEPTIONALLY SWEET
- HAND SELECTED FOR THEIR TIMELESS QUALITY
- SPEAKS TO TRADITION AND EIGHT GENERATIONS OF CITRUS GROWING CREDIBILITY
- AVAILABLE FOR SPECIFIC WINDOW IN CITRUS SEASON, MESSAGING EXCLUSIVITY

AVAILABILITY

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

● DOMESTIC



#1 BRANDED US NAVEL SUPPLIER

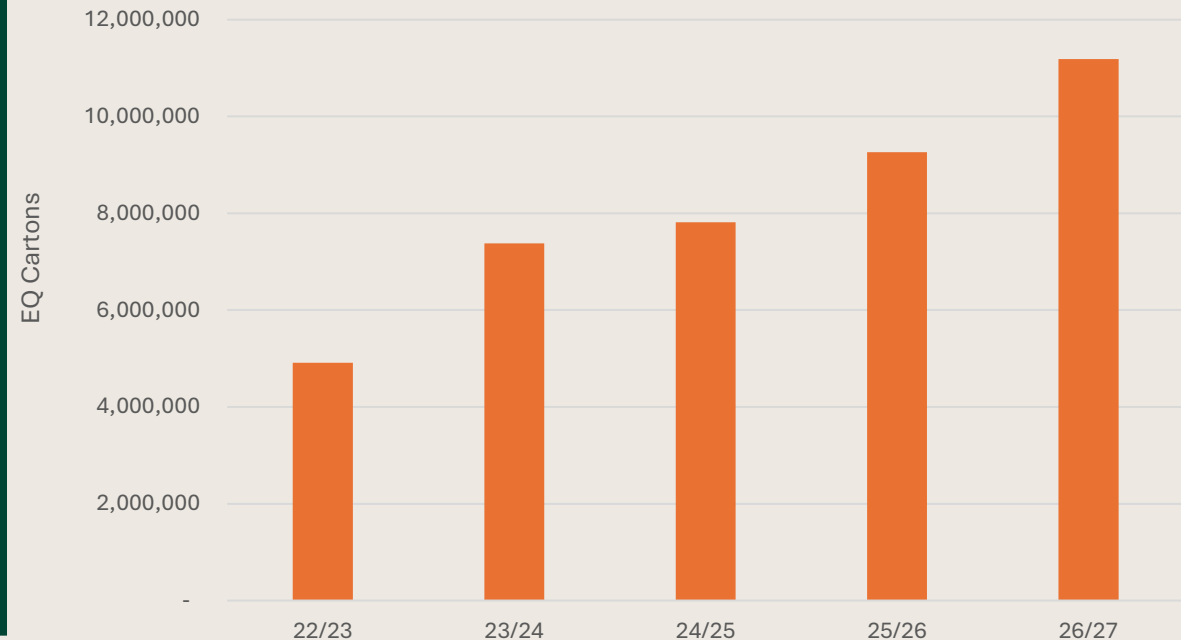
EVEN DISTRIBUTION THROUGHOUT
EARLY, MID AND LATE SEASON NAVELS,
TO ENSURE CONSISTENCY OF SUPPLY

Kings River Packing:

- TOGETHER WITH KRP-SUPPLIED PRIVATE LABEL BUSINESS, KRP REPRESENTS **25% OF TOTAL NAVEL CATEGORY** IN THE US
- KRP NAVELS WILL SEE A **+39% INCREASE IN SUPPLY VOLUME** FROM 25/26 SEASON TO 26/27, MAKING US WELL-PREPARED TO BE A STRONG NAVEL PARTNER



Kings River Packing Navel Supply

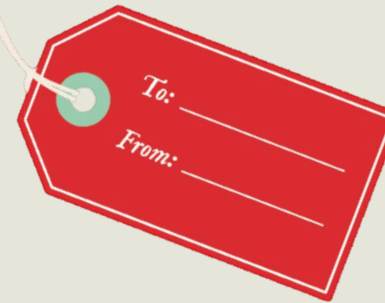


KINGS RIVER NAVEL ORANGES



10# Holiday Box

- NAVEL ORANGES WERE TRADITIONALLY USED AS STOCKING STUFFERS
- THE KRP NAVEL HOLIDAY BOX HAS A 59% INCREASE IN DOLLAR SALES VERSUS YEAR AGO
- FUN HOLIDAY GRAPHICS HELP DRIVE IMPULSE BUYS AND INCREASE SALES
- READY TO GRAB AND GIFT WITH A FILLABLE TAG ON TOP!
- HOLIDAY THEMED TO HELP EXTEND THE WINDOW OF TIME TO CARRY IN STORE



LEMONS

Strong Demand

Lemons continue to deliver category growth, with dollar sales increasing 6.4% and average weekly dollars per store selling up 4.7% versus year ago.

Holiday Lift

Lemons see a meaningful sales lift around key holidays, with dollar sales increasing 12.7% during the final week of Lent leading into Easter and 11% during the week of July 4 compared to the prior week.

Everyday Wellness

Rich in vitamin C and antioxidants, lemons support immune health, digestion, and overall wellness.





**Lunar New Year packaging is
returning this year!
Citrus fruit symbolizes luck,
prosperity, and good fortune
for the coming year!**

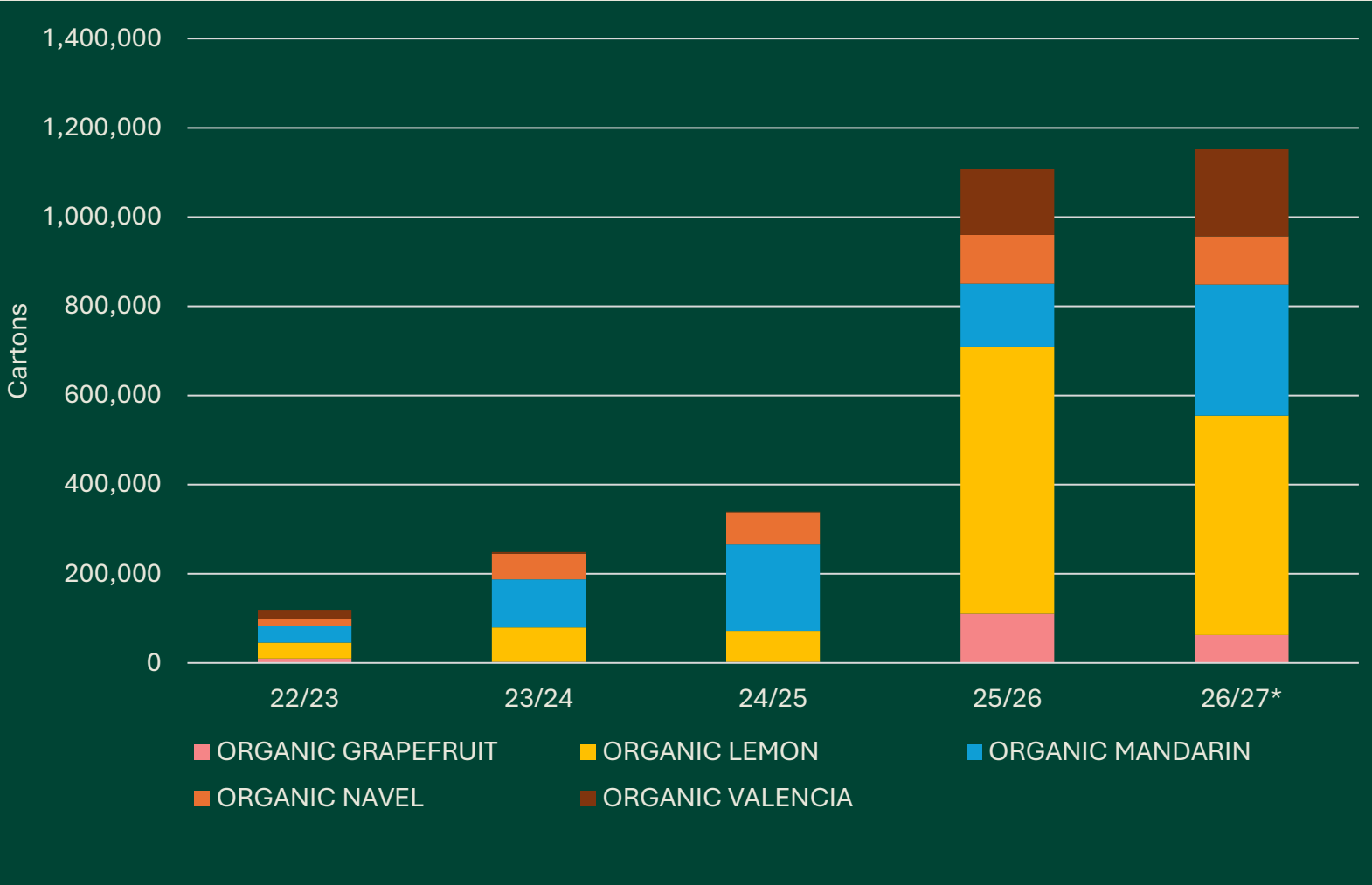
Kings River Packing is the #1 Branded Pummelo!

**Available in
Bulk, 2,3,4, & 5
count bags**



KRP ORGANIC SUPPLY

Organic citrus supply continues to grow, led by strong growth in organic mandarins.



**2026-2027 is projected volume*

DRIVE CATEGORY GROWTH WITH THE RIGHT ORGANIC ASSORTMENT.



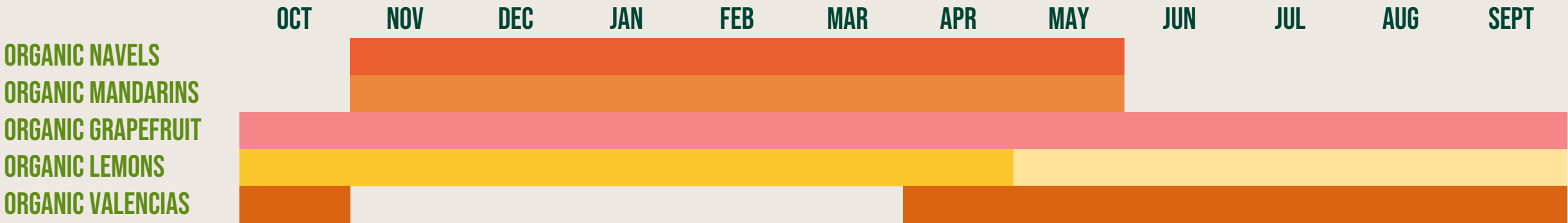
Organic Items	Organic Lemons	Organic Navels	Organic Grapefruit	Organic Mandarins
Recommended	2# and Bulk	4# and Bulk	4# and Bulk	2# and Bulk

ORGANIC OPPORTUNITIES

- Organic Citrus holds steady throughout the year, making up roughly 5% of the citrus category over the last 5 years.
- Households with multiple children have higher exclusive Organic Orange purchase rates than households without kids. Cross promote with other health focused items to help families build healthy meals.



EXTENDED ORGANIC AVAILABILITY



Source: Circana Panel Data, Total US MULO, Organic, Fresh Citrus Fruit, 52 Weeks Ending 7/12/2026. The Packer, Organic Fresh Trends 2024

YOUR IN-STORE SUPPORT

COMMODITY POSTERS



Provide eye-catching visuals that educate and inspire your shoppers with fresh ideas for enjoying seasonal citrus.

DISPLAY BINS

Elevate your shopper's experience with vibrant, commodity-specific promotions that highlight freshness and flavor.



FULLY CUSTOMIZED MARKETING SUPPORT

Looking for more ways to capture shopper attention and drive sales? Our team can help design and produce tailored materials that bring your unique in-store vision to life.

Reach out to Marketing@kingorange.com

AWAY FROM HOME BEVERAGE TRENDS



HEALTHY SNACK



**WHERE DO CONSUMERS BUY A
BEVERAGE THAT THEY
CONSIDER A HEALTHY SNACK**

**51% SAID BAKERY/
COFFEE SHOP**

MEAL REPLACEMENT



**65% OF CONSUMERS
HAVE A BEVERAGE IN
PLACE OF A MEAL**

**50% OF THOSE PEOPLE WOULD
CHOOSE A FRUIT SMOOTHIE**

INDULGENT



**DIRTY SODA MENU ADOPTION
HAS GROWN 42%, OUTPACING
TRADITIONAL SODA**

**DIRTY SODAS OCCUPY A POSITION WITHIN
THE “AFFORDABLE LUXURY” CATEGORY**

1 BOX OF FRUIT – 4 WAYS TO USE

MAXIMIZE EVERY SLICE – BRING CONSISTENCY, VERSATILITY, AND FRESH FLAVOR TO MULTIPLE MENU CATEGORIES



**RASPBERRY ORANGE DIRTY
SODA**



**RASPBERRY ORANGE AVOCADO
SALAD**



**RASPBERRY ORANGE
BRUSCHETTA**



**RASPBERRY ORANGE CHOCOLATE
BARK**

SUSTAINABILITY

An aerial photograph showing a vast agricultural landscape. In the foreground and middle ground, there are extensive vineyards with rows of grapevines. A winding river or canal flows through the landscape. In the center, there is a large industrial or processing facility with several buildings and a parking lot. The background features rolling green hills and distant mountains under a blue sky with scattered clouds.

**KINGS RIVER PACKING IS AN 8TH GENERATION STEWARD OF THE LAND
IMPLEMENTING MODERN WAYS TO MINIMIZE ITS ENVIRONMENTAL FOOTPRINT**

WATER

The Kings River flows every year carrying fresh melted snowpack that recharges the nearby soil providing sustainable ground water that is efficiently applied to the root zone with low volume automated irrigation systems.

HEALTHY ORCHARDS

Kings River Packing uses nutrition management to supply the essential nutrients that the trees need to grow strong and healthy to naturally resist pests and disease. If the trees need help, we minimize the impact on the environment by opting for biologically based pest management systems that encourage natural control of invasive insects.

PACKAGING

Kings River Packing is actively reducing plastic packaging waste by using sustainable materials and optimized designs. Through recycling, reduction, and reuse we help keep a sustainable and circular packaging program moving with the lowest impact to the environment.

SOLAR

Kings River Packing is lowering its carbon footprint and reducing load on the power grid by powering packaging operations with use of large-scale solar systems on its three largest facilities.

STATE OF THE ART *Packing* FACILITIES

FIRST OF ITS KIND – AI PARTNERSHIP WITH TOMRA SYSTEMS NOW USING AI TECHNOLOGY TO MAXIMIZE CROP YIELDS AND MINIMIZE FRUIT LOSS

- LUCAi™ sorting technology takes thousands of images from a database and will compare the defects to determine how a piece of fruit should be classified
- Ability to set stricter standards based on different criteria and customer specifications
- Reduces headcount, ensuring a consistent grade across the board



WE ARE DELIVERING MORE THAN PRODUCT

- Data and category support
- Retail education
- Produce manager training
- Freshness and handling guides
- Merchandising best practices
- Flavor and quality education
- Field support and store visits



OUR COMMITMENT TO YOU

HIGH QUALITY PRODUCTS

- Fruit picked at optimal ripeness
- Full line up of citrus with organic offerings
- Exclusive brands such as Poppies, Raspberry Oranges, KRP Heirlooms

CONTINUED GROWTH

- Supply to increase versus year ago
- Investing in new technologies or systems to scale operations.

SUPPORT AND PARTNERSHIP

- Marketing and promotional support
- Ensuring consistent supply
- Increasing personnel to ensure operational efficiency



THANK
YOU!



Food Safety

All processes from harvest to packing are monitored by in-house Food Safety Teams and are audited annually by accredited third party auditors.

Multiple Food Safety Programs are maintained through a detailed regimen of staff training and record-keeping from harvesting through transportation. Every process at Kings River Packing is performed with consumer safety and the highest product quality in mind.

FOOD SAFETY PROGRAMS AND CERTIFICATIONS

- Produce Safety Rule (PSR)
- Preventive Controls for Human Food (PCQH Program)
- Global Food Safety Initiative (GFSI)
- Good Harvesting Practices (GHP)
- Good Agricultural Practices (GAP)
- Good Manufacturing Practices (GMP)
- Hazard Analysis and Critical Control Point (HAACP)
- Food Defense
 - Customs Trade Partnership Against Terrorism (CTPAT)
- Traceability
 - G1 Company Prefix has been registered
 - Global Trade Item Number (GTIN) system in place
 - Food Traceability Rule (FSMA Rule 204) compliant



**KINGS RIVER PACKING IS 100% COMMITTED
TO PUBLIC SAFETY**





BURSTING WITH JUICINESS!



Maui limes give your customers **15% more juice** with nearly **80% less variation** from lime to lime than Mexico limes — **more yield, fewer surprises.**

Source: Comparative Lime Quality Evaluation Report - Maui and Mexican Limes, Regulab Solutions, 06/08/26



HOW RETAILERS WIN WITH **MAUI SUN™**

- **01 | DIVERSIFY SUPPLY RISK**
U.S. –grown, Maui-origin Persian limes with 12-month harvest to reduce supply risk.
- **02 | CREATE PROGRAM STABILITY**
A structured lime program that reduces reactive buying and improves margin predictability.
- **03 | TRADE UP THE CATEGORY**
Branded bags that trade shoppers from bulk and deliver the premium perception they will pay for.
- **04 | DRIVE INCREMENTAL BASKETS**
Cross-merchandising support across meat, seafood, deli, beverage, and seasonal occasions.

THE MAUI SUN™ BRAND AT SHELF



PACK STYLE	PACK CONFIG.	CASE	PER PALLET
PLU # 4048	Bulk	Standard Carton	60
PLU # 4048	Bulk	10-lb Carton	210
1lb Bag	24 x 1lb	Lime Standard Carton	60
1lb Bag	36 x 1lb	Euro Display	40
2lb Bag	12 x 2lb	Lime Standard Carton	60
2lb Bag	17 x 2lb	Euro Display	40
2lb Bag	18 x 2lb	Euro Display	40
3lb Bag	12 x 3lb	Euro Display	40

DEKOBOMB™ mandarins



LIMITED SEASON VOLUME

EXPLODING WITH
SWEETNESS