

DEKO BOMB™

mandarins



PLU



REGISTERED
FILM BAG



REPEATER
FILM BAG



CONSUMER TRAY



EURO



STORE DISPLAY

AVAILABILITY

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



● DOMESTIC

Why DekoBombs?

A Differentiated Brand

Help your shoppers "Burst out of Boring" by featuring an exciting new Deko Bomb Brand that is "Exploding with Sweetness" in your citrus set this year. Deko Bomb Mandarins provide a bold and memorable way to bring energy and excitement to shoppers with a limited-season citrus while making it easy for you to improve your specialty citrus results.

Seasonal Opportunities

Fresh-Start Season:

Offer shoppers a premium, naturally sweet citrus experience that brings something special to healthy snacking as the new year begins.

Seasonal Sales Opportunity:

Limited January-April availability creates excitement around specialty citrus during the key Q1 season, encourages trial, and creates urgency to enjoy Deko Bomb Mandarins before they're gone.

PACK STYLE	PLU/UPC	PACK CONFIG.	CASE	PER PALLET
PLU #	3632	1-LAYER	EURO DISPLAY	85
BY COUNT	7-91928-41303-3	6, 7, 8CT	CONSUMER TRAY	288
3LB BAG	7-91928-41303-6	10X3LB	EURO KRAFT	60

Target Consumer

Quality-Seeking Households:

Premium-minded parents with older children who prioritize quality, convenience, and better everyday choices.

Experience-Driven Couples

Affluent couples and empty nesters drawn to distinctive products that refresh familiar routines.



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