

SINCE 1866

KINGS RIVER HEIRLOOM

Navel Oranges



Known for their timeless quality, these old Navel varieties offer an exceptionally sweet flavor



FILM BAG



6-COUNT TRAY



STANDARD CARTON



EURO DISPLAY



STORE DISPLAY

AVAILABILITY

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

● DOMESTIC

SEASONAL OPPORTUNITIES

WINTER:

Perfect for festive recipes. Promote them as a specialty holiday fruit, ideal for gifting and snacking.

SEASONAL & SPECIAL:

Market them as a limited-edition, seasonal item.

PACKAGING STYLES

PACK STYLE	PLU/UPC	PACK CONFIG.	CASE	PER PALLET
PLU #	4390 ALL	BULK	STANDARD CARTON	54
6CT TRAY	7-91928-30112-5	6X6CT	DST KRAFT	80
3LB BAG	7-91928-11043-7	10x3LB	EURO DISPLAY	45
3LB BAG	7-91928-11043-7	12x3LB	EURO DISPLAY	45
4LB BAG	7-91928-11044-4	10x4LB	EURO DISPLAY	45

TARGET CONSUMER

GOURMET CONSUMERS:

Individuals who appreciate high-quality, premium citrus fruits with a unique, rich flavor.

FOODIES:

People who enjoy exploring traditional and heirloom varieties of fruits for their distinct tastes.

CITRUS ENTHUSIASTS:

People who enjoy the traditional taste and texture of a classic navel orange.

BY THE FAMILIES Guaranteed Fresh BEHIND THE FRUIT

KINGS RIVER PACKING

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