

# THE PRODUCE NEWS

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## THE PRODUCE NEWS

COVERING FRESH PRODUCE AROUND THE GLOBE SINCE 1897

### Summer Citrus from South Africa swings into summer

May 15, 2017

In its second year as a consumer-facing brand, Summer Citrus from South Africa has launched its Swing Into Summer promotion, which aims to bring awareness to South African citrus and encourage trial during the brand's limited availability in the summer months.

With so many citrus options available throughout the year, the brand learned from its first consumer promotion in 2016 that people are looking for inspiration and a better understanding of the South African fruit. This includes everything from unique flavor profiles, availability, growing practices and recipes for each variety that work perfect in the summertime.

The promotion, launching its first phase May through June will offer one grand prize winner a \$250 Ray-Ban gift card, and 10 winners will be chosen to receive a summer prize pack, consisting of one Bose SoundLink color bluetooth speaker II; a Vera Bradley Pixie Blooms Grand Traveler; a striped Soft Comfort hanging hammock chair; a Citrus Zinger 36-ounce fruit water infuser; and a 100-percent cotton Turkish beach towel.

"Last year, we learned that people wanted to better understand the unique qualities and offerings of South African citrus before purchasing it, so we've created a promotion to accommodate those demands," Suhanra Conradie, chief executive officer of Summer Citrus from South Africa, said in a press release. "We expect that consumers will spend the time to get to know us before product is available in the U.S. in order to make a purchasing decision easier when Summer Citrus from South Africa is available in their local grocery store."

In July, the brand will continue its promotional efforts by partnering with five top food bloggers, who will create unique summer recipes and host their own giveaways to encourage interaction with and trial of Summer Citrus from South Africa during peak season and when the product is most readily available. One grand prize winner from each blog will win a summer prize pack, including an insulated picnic bag, fruit water infuser, Popsicle cookbook and Popsicle molds.



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Fresh-crop New Zealand Jazz apples are arriving in the United States now, decked out with a sharp new look and attitude

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With a bit less acreage than last year and an expected rain-related supply gap in late May, the new crop of potatoes from Kern Cou...

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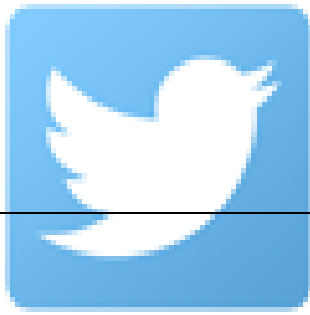
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