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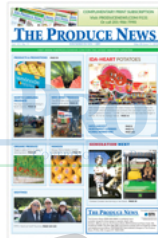
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Summer Citrus from South Africa's sweet sweepstakes

June 04, 2018

On a mission to supply fresh, sweet and delicious citrus during the summer months, Summer Citrus from South Africa announced the launch of its 2018 summer consumer promotion, the Sweet Summer Sweepstakes. With fruits dominating the majority of snacking dollars, including oranges and easy-peeling clementines, summer is an optimal time for brands to be present and appeal to shoppers seeking flavor, quality and value for their citrus products.

Sweet Summer Sweepstakes provides entrants with an opportunity to win one of three \$1,000 Visa Gift Cards to help people make "sweet summer memories" with their family and friends this season. Throughout the duration of the promotion, active June 1 through July 31, SCSA is offering inspirational and educational content to young families looking to encourage healthy eating during the warmer months.

"Each year that we host a consumer promotion during our peak-of-season, we learn more and more about our target shopper and their preferences around summer citrus which in turn, helps us meet their needs more specifically," said Suhanra Conradie, chief executive officer of Summer Citrus from South Africa. "This year, our goal is to attract and connect with millennial families with young children so that we may serve as a snacking solution for their fun summer activities and help them make memories that will last a lifetime."

SCSA will support the consumer promotion with targeted online advertising to shoppers that meet specific demographic requirements — such as age, number of children in the household and geography — to drive foot-traffic to retailers that participate in the program. Additionally, the brand is partnering with two millennial influencers, Chrissa Benson from

Physical Kitchness and Dianna Muscari from The Kitchen Prep, that will further drive demand and raise brand awareness to reach a wider range of consumers searching for summer citrus content. With plentiful supply and high-quality fruit available from June to October, Summer Citrus from South Africa is sure to delight shoppers all season long.





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A major heatwave is coming to the Southwest this weekend and will continue into next week. This week temps in the California and A...

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