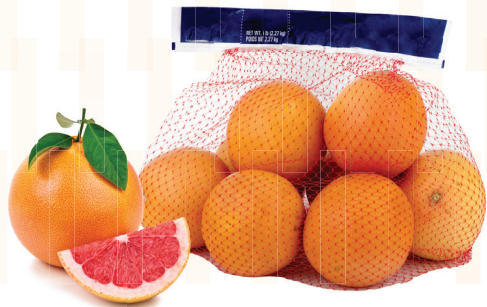


# NAVEL ORANGES & TEXAS GRAPEFRUIT



27ct Texas Grapefruit #2953  
5lb Bagged Grapefruit #2857



48ct Navel Oranges #3104  
72ct Navel Oranges #3101  
4lb Bagged Navels #3057

KEEP IN STOCK ALL WINTER SEASON



**Indianapolis**  
**Fruit**®

## Merchandising Tips:

- Carry multiple sizes and bagged options for both oranges and grapefruit. Give customers plenty of options to maximize sales.
- Oranges and grapefruit have a long shelf life, don't be afraid to build massive unrefrigerated displays to place around your department.
- Cut and wrap orange and grapefruit halves by displays so customers can see what they're getting inside the package.
- Display information cards with merchandise to promote the health and juicing benefits of citrus.
- Look for bin deals when available to promote them as tonnage items throughout the winter.
- Promote juicing kits or recipes along with your displays.

## AWARD WINNING!

Texans have grown grapefruit in the Rio Grande Valley for about 100 years. Around 1929, a mutation on a single tree became the famed Texas Ruby Red, which received the first-ever patent awarded to a grapefruit.

## SO HEALTHY!

Navel oranges are a great source of vitamin C, dietary fiber, and thiamin. They also contain potassium, vitamin A, and calcium.