

## Common questions about an uncommonly delicious fruit



Enormously good to eat.

### What is it?

- Sumo Citrus is a seedless mandarin originally developed in Japan to combine the best attributes of a juicy California navel and an easy peeling, sweet mandarin.
- Today, the fruit is often given as cherished gifts in Japan.
- Now grown in California on farms in the San Joaquin Valley and in Australia.

### What makes it so special?

- Top knot is like a pull-tab that allows for the easiest peeling ever.
- Every bite is bursting with unforgettable sweetness.
- Incredibly juicy without being messy.
- Easy to peel and seedless.
- Short growing season means this is one of the few remaining truly seasonal treats, usually available January through April.
- Despite their rugged appearance, this delicate fruit bruises easily so the trees are hand-pruned and the fruit is hand-picked and packed for optimum quality and flavor.
- All packaging is environmentally safe and 100% recyclable.
- Grown and packed with the highest food safety standards.
- Non-GMO.

### Does it require special care?

- Maintain 40-42° F temperature with good air circulation during storage.
- Handle gently as the rind is tender and can bruise easily.
- Rotate stock first-in, first-out for maximum fresh appearance.

### What if it looks damaged or different?

This unique and delicate fruit may demonstrate the following slight variations which do not affect the quality or flavor in any way:

- Slight blemishes like discoloration, scarring or spotting.
- Shape variations from large to small “top knot.”
- Peel varies from coarse to smooth.
- Loose-fitting rind or soft texture.

See back side for helpful merchandising tips →

## Merchandising tips



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### How can we make sure it sells?

- Display prominently with the top knot facing up to help distinguish Sumo Citrus from other orange citrus.
- Sampling events are the easiest way to convince customers—once they taste them, they will buy them.
- Easy-to-build, stand-alone displays, signage and merchandising support are available upon request.
- Sumo Citrus packaging can be used to easily build eye-catching displays that draw customers' attention.
- Be sure to distinguish displays from ordinary citrus to help shoppers understand the premium price point.
- Choose a display location that minimizes shrink.

### Who buys Sumo Citrus?

The Sumo Citrus target audience is younger and seeks health and adventure yet shops mainstream channels. In general, they are:

- Parents: 55% have children in the home.
- Younger: 37% millennial/gen Z, 44% gen X.
- Educated: 83% have at least some college education.
- Adventurous: 84% buy specialty fruit at mainstream chains or big-box stores.