



sumo CITRUS[®]

BEST PRACTICES

A GUIDE FOR RETAILERS AND PARTNERS

WHAT'S INSIDE?

Sumo Citrus is one of the world's largest and sweetest mandarin-hybrids, celebrated for its incredible taste and distinct looks.

Because of its unique attributes, Sumo Citrus sets itself apart from more generic citrus. This guide provides background education and helpful tips on how to speak about Sumo Citrus to fans and newcomers alike.

Sumo Citrus has made a thirty-year journey from Japan to our fruit aisle. Let's savor it.





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sumo
CITRUS®



HISTORY

BORN IN JAPAN, RAISED IN CALIFORNIA

This rare seedless variety was originally cultivated in in the 1970's by a citrus grower from Kumamoto Prefecture in Japan who set out to develop the ultimate citrus.

His goal was to come up with a fruit that was easy to peel like a Satsuma Mandarin and have the sweet flavor of a California Orange.

Over many years, his hard work paid off and the variety became the most prized fruit in Japan and Korea.

Seedlings of the fruit were first imported into the US in 1998, but because Sumo Citrus is one of the most challenging varieties to grow, it wasn't until 2011 that they became available to the public.



THERE'S ONLY ONE SUMO CITRUS, HERE'S WHY:



**INCREDIBLE
SWEETNESS**



ENORMOUS



**EASY TO
PEEL**



NO MESS



SEEDLESS



NAMING

- Sumo Citrus is derived from Satsuma, Orange, and Mandarin.
- The variety was dubbed 'dekopon' in Japan in reference to its distinctive Top Knot™. In Korea, it is referred to as 'hallabong.'
- However, not every dekopon is a Sumo Citrus, only those meeting our specific size and taste standards.





THE FARMS

SUMO CITRUS IS THE WORLD'S MOST PAMPERED FRUIT

- Nearly all North American Sumo Citrus is grown in a 60-mile area in California's Central Valley
- Trees are hand-pruned for more sunlight
- Ripened on the tree
- Each fruit is hand-picked
- Harvested in small totes instead of big bins
- Floated into the line to prevent bruising
- Hand-packed into each crate
- Transported in air ride trailers



AVAILABILITY

SUMO CITRUS HAS A VERY LIMITED SEASON:
FROM **JANUARY THROUGH APRIL**

Sumo Citrus' limited availability makes it a highly sought after fruit. Fans get excited about Sumo Citrus season every year.



SIZING

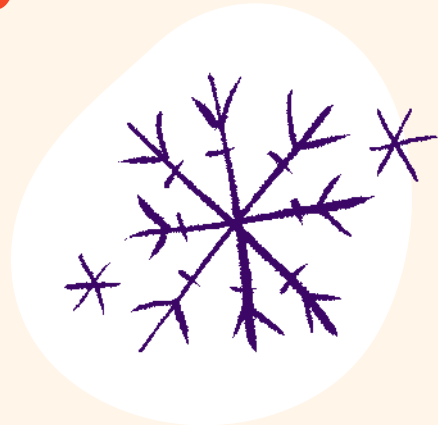
Mother Nature makes Sumo Citrus in many sizes. No matter what the size, every Sumo Citrus has its signature sweetness and flavor profile.



SUMO CITRUS SIZE	9	8	7	6	5	4
NAVEL SIZE	72	56	48	40	36	32
INCHES	3.04"	3.30"	3.47"	3.68"	3.82"	4.25"

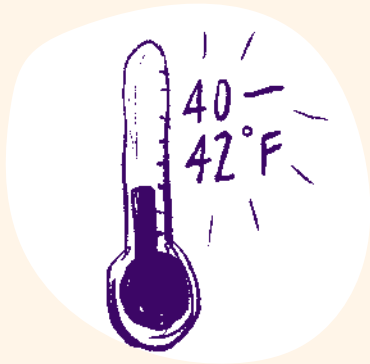
HANDLING AND STORAGE

HELPFUL TIPS ON HOW TO MAINTAIN FRESHNESS AND QUALITY



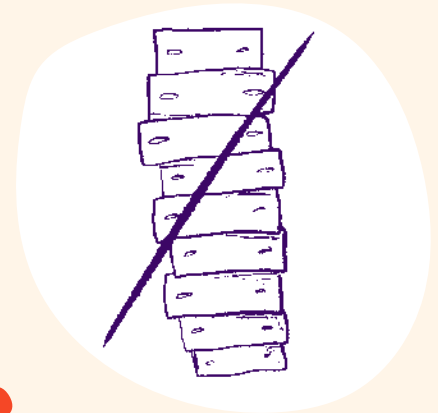
KEEP COOL

Maintain a consistent cold chain. Place boxes immediately in refrigeration when received.



STORING

Maintain 40-42° F temperature with good air circulation during storage.



STACKING

Sumo Citrus is incredibly delicate, which is why we put so much care into packing and shipping the product to stores. Do not over stack fruit or boxes, as this can cause the rind to break down prematurely.



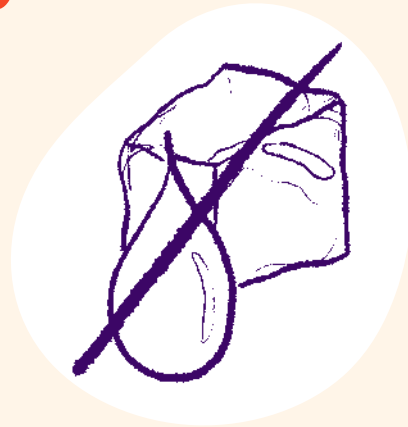
HANDLING

Handle gently as rind is tender and bruises easily.



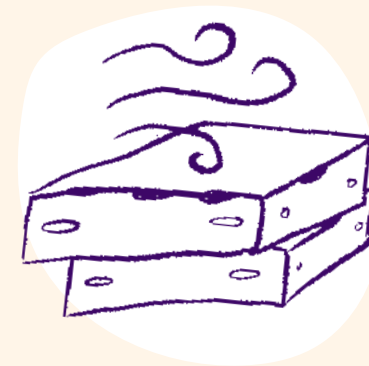
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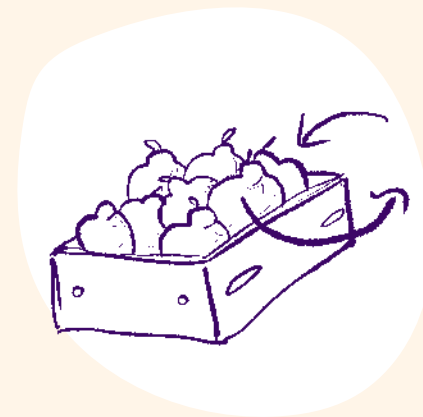
MOISTURE

Keep away from water or ice, as moisture will decrease shelf life.



STOCKING

Gently stack boxes in the cooler so that air can circulate. Dehydration will accelerate if stored in the direct air path of the cooling unit.



ROTATING PRODUCT

Rotate stock first-in, first-out for maximum fresh appearance.





PACKAGING

PACK STYLE	CONSUMER CARTON, SINGLE LAYER	BULK DISPLAY CARTON, SINGLE LAYER
PACKAGING	PANTA-TRAY	PANTA-TRAY
COUNTS	4, 5, 6, 7, 8, 9	15, 18, 22, 25, 28, 33
PALLET CONF.	288 - 16 TI X 18 HI	85 - 5 TI X 17 HI
PLU #	3632	3632
UPC #	7-25422-00001-7	N/A



IN STORE DISPLAYS
AVAILABLE



DISPLAY AND MERCHANDISING

AN ENGAGING AND PREMIUM IN-STORE ENVIRONMENT CONNECTS THE CONSUMER TO THE SUMO CITRUS BRAND.

- Display Sumo Citrus prominently
- Separate it from other citrus
- Best placed: Front-of-store, unique store locations with high-traffic
- Build eye-catching displays
- Talk about Sumo Citrus! Consumers will be delighted to hear the story
- Choose a display location that minimizes shrink
- **Sample Sumo Citrus often. Once they try it they'll buy it**





DID YOU KNOW?

- Sumo Citrus is technically a mandarin hybrid
- The name comes from its Japanese origins
- Sumo Citrus is NOT an orange!
- The fruit can develop slight blemishes like discoloration, scarring or spotting; this is purely cosmetic and does not impact the flavor
- Sumo Citrus has bumpy skin. This has to do with when the fruit set on the tree. This is purely cosmetic
- Small Top Knot – It's not the size of the Top Knot that matters!
- Loose-fitting rind or soft texture is very unique to this piece of citrus and again doesn't impact the flavor in any way



THE CONSUMER

- Millennial, ages 25-34 with kids in the household
- Curious and adventurous, likes to try new things
- Prefers foods that are fun to eat, exotic and both indulgent and healthy
- Loves to sample new varieties in the store
- Interested in the sustainability of products and food they purchase
- Actively share new or trendy products they've tried on social media
- In-store signage and displays are influential triggers for purchase



“ My whole family goes nuts for Sumo Citrus. I can barely get them out of the bag before they're gone. ”

– Sumo Citrus Shopper





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