



sumo CITRUS[®]

PRESS PACKET

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A LEGENDARY FRUIT

Think of a huge mandarin, easy to peel and seedless, with firm flesh that melts in the mouth, an intense sweetness balanced by refreshing acidity, and a complex, lingering mandarin orange aroma. I've tasted more than 1,000 varieties of citrus, and to me [it's] the most delicious.

– David Karp, Los Angeles Times





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.

He combined the best of easy-to-peel Japanese varieties with big, juicy sweet oranges from California.

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:



**INCREDIBLY
SWEET**



ENORMOUS



**EASY TO
PEEL**



NO MESS



SEEDLESS



NAMING

- Sumo Citrus is a hybrid 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 the enormously delicious standards in both size and taste.



“

A huge amount of hard work and dedication goes into each and every Sumo Citrus. Our expert growers go above and beyond to ensure the highest quality possible and this year is no different.

– Scott Owens,
Sumo Citrus GM

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THE FARMS

Sumo Citrus is raised by growing experts in California's Central Valley. Only these passionate growers know what it takes to handle the exceptionally delicate Sumo Citrus.

THE FARMS

GREAT THINGS REQUIRE GREAT EFFORT

DEDICATED CITRUS GROWERS

Only the expert growers of Sumo Citrus growers are able to cultivate this difficult-to-grow fruit. Growers maintain the highest growing standards possible.

HIGH STANDARDS/ TESTING

Not every fruit can be considered a Sumo Citrus, only fruit that measures up in size and taste. Farmers have to consistently walk their fields and determine which pieces of fruit are good enough to be called Sumo Citrus.

PACKING & STORING

Every single piece of Sumo Citrus grown in North America is gently cleaned and hand-packed and stored in our legacy packing facility. Each Sumo Citrus is consistency tested on the Brix meter to ensure maximum sweetness.



WHAT'S THE BRUX METER?

Citrus taste is technically measured in terms of degrees Brix, Titratable Acid (“TA”), and the Brix-to-acid ratio. Brix and TA measure the sugar content and acidity, respectively, of a liquid solution. Sumo Citrus has a very high sugar to acid ratio, providing an incredible sweetness.





GROWING

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.

The hype is real, and fans get excited about Sumo Citrus season every year.





DID YOU KNOW?

- This rare seedless fruit originated in Japan and didn't make its way to the US until 1998.
- It took expert citrus growers over ten years to perfect the cultivation of this adored fruit, now harvested in California.
- A unique hybrid derived from Satsuma, Orange, and Mandarin, Sumo Citrus is named a "dekoapon" for its distinctive Top Knot.
- Sumo Citrus has bumpy skin. This is purely cosmetic and has to do with when the fruit set on the tree.
- The fruit can develop slight blemishes like discoloration, scarring or spotting; this is purely cosmetic and does not impact the delicious flavor.
- To ensure every bite is super-sweet, Sumo Citrus' sweetness is measured by the "BRIX scale".





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