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Classic Harvest honors the Lunar New Year with elaborate citrus cartons

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The 2021 Lunar New Year celebration will begin Feb. 12 to mark the start of the Year of the Ox, and [Classic Harvest](#) is joining in this message of hope and health. New this year, Classic Harvest is introducing cartons for Navels, Cara Caras and Mandarins, which depict not only the Ox, but all 12 of the traditional Zodiac animals. The Lunar New Year, originally celebrated in many east Asian countries, has gained popularity the world over due to its positive messages and cheerful traditions.

“We are excited to introduce this tribute to the Lunar New Year,” said Jennifer Westerhoff, executive vice president. “Following this strange year of uncertainty, we at Classic Harvest wanted to create a positive and upbeat store-ready display that everyone can enjoy. What could be better than citrus in a

festive box — a ready-made gift!"

Classic Harvest will pack each one-third carton with 13 pounds of Navels, Cara Caras or Mandarins, and can be used year after year. Classic Harvest is making these one-third cartons available both domestically and for export, shipping now in time for the Lunar Year holiday and available through March.

"I am thrilled with this offering," said Linda Cunningham, president. "These decorative cartons are helping to spread the Lunar New Year messages of luck, health and family — all themes that are near and dear to our hearts at Classic Harvest."

To learn more about Classic Harvest's Lunar New Year carton program, contact the Classic Harvest Sales Team at 559/549-5980.

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