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Bee Sweet Citrus introduces premium line

With California's citrus season set to begin in just a few weeks, [Bee Sweet Citrus](#) is introducing its new premium citrus line to customers.



"This season, Bee Sweet's Golden Gem grapefruit, pummelos and Royal Red oranges will be marketed under our new premium citrus line," said Bee Sweet Citrus Director of Communications Monique Mueller. "Each variety has a brand new look that complements different promotional periods, and we're thrilled to offer them as part of our 2024-25 offerings."

While each variety in the company's premium line has distinct looks, all are packaged in high-end graphics that emphasize the seasonality of the product. The golden hues that adorn the packaging of Bee Sweet's Golden Gem grapefruit and pummelos will catch the attention of consumers shopping during the holiday season, while the contrasting red and blue tones of the company's Royal Red oranges are sure to stand out in the produce aisle.

"If there's one word our team would use to describe our premium varieties, it would be, exclusive," said Mueller. "Each variety is available for a limited time throughout the season, and we have retail-specific opportunities available to help our customers generate excitement for their shoppers."

All of Bee Sweet's premium varieties are available in bag and bulk items and have complementary point-of-sale material to help market the product at the store level. Bee Sweet's pummelos will be available this October, while Golden Gem grapefruit will be available in November. Royal Red oranges are set to return this December.

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