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Specialty citrus varieties available for spring holiday promotions

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On the cusp of two major holidays, [Bee Sweet Citrus](#) is encouraging customers to look to their spring citrus portfolio to meet ongoing citrus demand.

"Easter and Cinco de Mayo are right around the corner, which serves as prime promotional periods for specialty citrus," said Bee Sweet Citrus Sales Representative Jason Sadoian. "Both holidays are heavily centered around hosting, allowing shoppers to be creative with food and drink."

With a lineup that includes heirloom Nnavels, Royal red oranges, lemons, grapefruit and mandarins, Bee Sweet Citrus has all the varieties necessary for holiday gatherings. While each variety possesses unique flavor profiles, all varieties are versatile enough to complement complex entrees, easy-to-make appetizers and specialty beverages.

"Our specialty lineup boasts great tasting fruit at a peak time period," said Sadoian. "We'll be wrapping up the season on Cara Caras and Minneola Tangelos soon, so we encourage customers to get them while they can."

Bee Sweet's spring varieties are currently harvested out of California's Central Valley, and its team reports that the fruit has been excellent in both flavor and quality. All items are packed in high-graphic bags and cartons and will be available throughout the season.

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