



By Carl Collen

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Giumarra to debut Bright Bites

Branded mandarins are being shipped from Peru and Australia



Leading North American importer Giumarra has announced that it will launch its new Bright Bites brand mandarins at the upcoming Fresh Produce & Floral Council's Southern California Expo on 18 July.

"Mandarins are the top seller in the citrus category and show no signs of slowing down," said Kellee Harris, western region business director for Giumarra. "We are pleased to offer our customers an exciting new bag option that emphasises

the fun, playful nature of this easy-peel fruit."

"We are currently shipping mandarins grown in Australia and Peru, with Chile to begin shortly," noted Fernando Soberanes, sales manager of Giumarra Southern Hemisphere. "Our Bright Bites season will conclude at the end of September and return again when the domestic mandarin season begins in early 2018."

Jeannine Martin, director

of sales for Giumarra Reedley, explained that Bright Bites would be available from local California growers starting in January and continuing through March next year.

"We want to encourage healthy snacking for kids of all ages with our new Bright Bites packaging," added Martin. "Mandarins are high in vitamin C and the perfect addition to a lunchbox or after-school snack."