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Giumarra expands citrus programme

Group ready for a large increase in California-grown mandarins in October



North American fresh produce group Giumarra has announced the expansion of its domestic citrus programme with the addition of a new influx of California-grown mandarins, which will arrive in October.

"We're nearly tripling our domestic mandarin volume during a key timeframe when citrus is in high demand and health and wellness are still top of mind for consumers," said Alex Marriott, category citrus lead, domestic for the Giumarra Companies. "Our overall citrus programme is growing and we are well-positioned to service our retail partners with high quality, consistent supplies throughout fall and winter."

The mandarins will be packed under Giumarra's Bright

Bites brand and will be accompanied by the company's full line of seasonal California citrus offerings, including oranges, Cara Caras, lemons and grapefruit.

"Citrus is an important category to Giumarra's core product line and we are building our programme to become a one-stop shop for high-quality product, consolidation, and support services for our customers," said Jeannine Martin, director of sales, Reedley and corporate vice-president for the Giumarra Companies.

To support the citrus programme and increased mandarin offering, Giumarra's marketing and business development team are set to work with retail customers to offer tailored in-store and online promotions.

"As we focus on ideas to promote our citrus at store level, we recognise that the way consumers are making decisions about their fresh purchasing continues to evolve," explained Kristina Lorusso, regional business development director for the Giumarra Companies. "Shoppers are increasingly driven to buy based on relatability and engaging stories.

"We're creating dynamic content, point-of-sale materials, and promotional ideas that tell interesting citrus stories to help our retail partners drive sales by connecting organically with this new consumer mindset," Lorusso added.

Giumarra offers citrus from domestic and international growers packed under its Nature's Partner family of brands.