



a cooperative of family farms since 1893™









LEMONS

The Versatile Lemon

Sizing 63, 75, 95, 115, 140, 165, 200, 235

Fresh Sunkist® lemons are grown in California and Arizona and are bright yellow, tart and tangy. Sunkist is a source of the largest and most consistent supply of fresh citrus in North America, and can reliably meet your year-round needs.

-  **Conventional Lemons:** Lemons are a versatile element of today's healthy diet. The two major varieties of conventional lemons are the Lisbon and the Eureka; they are so similar that even the experts can't always tell them apart! **Available year-round**
-  **Organic Lemons:** Organic produce is grown and processed using no synthetic fertilizers or pesticides. Our organic growers and packinghouses are certified through the USDA's National Organic Program to provide Certified Organic Citrus directly to the marketplace. **Available year-round**
-  **Meyer Lemons:** Originally from China, Meyer lemons are thought to be a cross between a regular lemon and a mandarin or an orange. Their juice is sweeter and less acidic than regular lemons and they have a thin, smooth rind that is bright in color. Meyer lemons are known to be a culinary favorite! **Available year-round**
-  **Seedless Lemons:** Similar to Eureka and Lisbon lemons, Seedless lemons are used to enhance flavor in dishes without the step of removing the seeds. **Available November – May**
-  **Zebra™ Pink Variegated Lemons:** These lemons are prized as much for their beauty as they are for their flavor! Pink on the inside, with a yellow and green striped rind, Zebra™ Pink Variegated lemons are slightly less acidic than Conventional lemons and make an attractive alternative. **Ask about availability**

 Take advantage of Sunkist secondary displays in the seafood department and beverage aisles to boost lemon sales throughout the year. Lemon is a perfect complement to seafood, and a natural flavor enhancer for all food and drink. In the summer months, create a destination with freshly squeezed lemonade displays. Sunkist also provides a range of point of sale material to educate consumers about using lemon as a healthy salt substitute. Ask your sales representative for more promotional ideas to build this category year-round.



Please visit www.sunkist.com for tips, healthy recipe ideas, citrus-related research and more!

Conventional Lemons

Databar GTIN

Large 00605049040538 (for PLU)
 Medium 00605049049586 (for PLU)
 Small 00605049040330 (for PLU)

GS1

(with PLU number)



(available in both U.S. and Canada)



2# Sunkist® Pouch
 UPC: 6 05049 44210 3



2# sk® Choice Pouch
 Grove or Lemonade Stand
 UPC: 6 05049 46557 7



2# Sunkist® Net
 UPC: 6 05049 45842 5



2# sk® Choice Net
 UPC: 0 33383 11906 9



5# Sunkist® Combo
 UPC: 0 33383 11901 4



5# sk® Choice Combo
 UPC: 0 33383 11902 1



1# Sunkist®
 Baby Lemon Mesh
 UPC: 6 05049 39530 0



Sunkist® Half Carton
 17 1/16" l x 11 3/8" w x 5 3/4" h
 108 Cartons / Pallet



8# Sunkist® Consumer Carton
 11 3/4" l x 9 5/8" w x 6 7/16" h
 160 Cartons / Pallet



8# sk® Choice Consumer Carton
 11 3/4" l x 9 5/8" w x 6 7/16" h
 160 Cartons / Pallet
 UPC: 0 33383 11975 5



Sunkist® Full Carton
 17 1/16" l x 11 3/8" w x 10 3/4" h
 54 Cartons / Pallet



Sunkist® Display Master
 23 1/4" l x 15 11/16" w x 7 3/8" h
 45 Trays / Pallet



Sunkist® Display Master
 23 7/8" l x 15 3/8" w x 9 7/8" h
 40 Trays / Pallet

Meyer Lemons

Databar GTIN

00605049397373 (for PLU)

GS1

(with PLU number)



(available in both U.S. and Canada)



1# Sunkist® Pouch
UPC: 6 05049 43666 9



Sunkist® Meyer Lemon Half Carton
17 1/16" l x 11 3/8" w x 5 3/4" h
108 Cartons / Pallet



Sunkist® Meyer Lemon Full Carton
17 1/16" l x 11 3/8" w x 10 3/4" h
54 Cartons / Pallet

Seedless Lemons

Databar GTIN

Large 00605049397281 (for PLU)

Medium 00605049397274 (for PLU)

Small 00605049397267 (for PLU)

GS1

(with PLU number)



(available in both U.S. and Canada)



1# Sunkist® Pouch
UPC: 6 05049 43679 9



Sunkist® Seedless Lemon Half Carton
17 1/16" l x 11 3/8" w x 5 3/4" h
108 Cartons / Pallet



Sunkist® Seedless Lemon Full Carton
17 1/16" l x 11 3/8" w x 10 3/4" h
54 Cartons / Pallet

Zebra™ Pink Variegated Lemons

Databar GTIN

00605049359913 (for PLU)

GS1

(with PLU number)



8# Zebra™ Lemon Consumer Carton
11 3/4" l x 9 5/8" w x 6 7/16" h
160 Cartons / Pallet

Organic Lemons

Databar GTIN

Large 00605049940531 (for PLU)
 Medium 00605049949589 (for PLU)
 Small 00605049940333 (for PLU)

GS1

(with PLU number)



(available in both U.S. and Canada)




 6 05049 36664 5
2# Sunkist® Net
 UPC: 6 05049 36664 5




 0 33383 11983 0
2# sk® Choice Net
 UPC: 0 33383 11983 0




 6 05049 47808 9
5# Sunkist® Pouch
 UPC: 6 05049 47808 9




 6 05049 36676 8

8# Sunkist® Consumer Carton
 11 3/4" l x 9 5/8" w x 6 7/16" h
 160 Cartons / Pallet
 UPC: 6 05049 36676 8



Sunkist® Display Master
 23 7/8" l x 15 3/8" w x 9 7/8" h
 40 Trays / Pallet



Sunkist® Half Carton
 17 1/16" l x 11 3/8" w x 5 3/4" h
 108 Cartons / Pallet



Sunkist® Full Carton
 17 1/16" l x 11 3/8" w x 10 3/4" h
 54 Cartons / Pallet



sk® Choice Full Carton
 17 1/16" l x 11 3/8" w x 10 3/4" h
 54 Cartons / Pallet

LEMONS

Sunkist's Low Sodium Solution



The average American consumes twice the recommended amount of sodium¹. Luckily, there is an alternative that can reduce sodium and improve flavor. Recent research by a master chef at Johnson & Wales University revealed that Sunkist lemons could be used to reduce salt in recipes by up to 75% and found an optimal blend for any recipe. Pass this information on to consumers with point of sale material and customized in-pack inserts.

For this dish:	If original recipe calls for:	Then replace with:	It will reduce sodium by:
Vegetables 1 tsp salt	1/4 tsp salt	+ 1/2 tsp zest + 2 1/2 tsp juice	75%
Pork Fish Dressing 1 tsp salt	1/2 tsp salt	+ 1 tsp zest + 5 tsp juice	50%
Grains Soups 1 tsp salt	2/3 tsp salt	+ 1 1/3 tsp zest + 2 2/3 tsp juice	30%
Beef Chicken 1 tsp salt	2/3 tsp salt	+ 1 1/3 tsp zest	30%

POS Support



S'alternative Poster
22" w x 28" h



S'alternative Header Card
Varietal 11" w x 7" h
Display 18" w x 12" h



S'alternative In-Pack Card
4" w x 6" h

Custom POS and inserts available.

¹ Source: The Dietary Guidelines for Americans

POS Support



Lemon Header Card
 Varietal 11" w x 7" h
 Display 18" w x 12" h



Meyer Lemon Header Card
 Varietal 11" w x 7" h
 Display 18" w x 12" h



Seedless Lemon Header Card
 Varietal 11" w x 7" h
 Display 18" w x 12" h



Lemon Header Card with Nutrition Chart
 Varietal 11" w x 7" h
 Display 18" w x 12" h



Meyer Lemon Header Card with Nutrition Chart
 Varietal 11" w x 7" h
 Display 18" w x 12" h



Seedless Lemon Header Card with Nutrition Chart
 Varietal 11" w x 7" h
 Display 18" w x 12" h



Seafood Header Card
 Display 18" w x 12" h



The Ultimate Diet Drink®
 Header Card
 Varietal 11" w x 7" h



Channel Rail
 Custom sizing available

In-Pack Options

(available for all bags)



Hand Juicer



Lemon Faucet Pack



Lemon Seafood
 Recipe Booklet
 3" w x 6 1/2" h



Lemon-aids™
 Brochure
 3 3/4" w x 8 1/2" h



Lemonade
 Recipe Booklet
 3" w x 6" h



Fun, Unique Citrus Recipes
 Booklet
 3" w x 6 3/4" h

POS Support

Sunkist has created a line of point-of-sale materials that allow consumers to learn more about the families who have grown Sunkist® citrus for generations. Content may be customized to individual retailer specifications.



Family Stories Poster
22" w x 28" h

Family Stories Header Card
11" w x 7" h



Family Stories Channel Rail
Custom sizing available

Secondary Displays



Cone Display
(Bulk or Bag)
20" l x 20" w x 36" h
14 3/4" x 14 3/4" Footprint



Pop Up Display
(Carton or Display Master)
18" l x 12" w x 58 1/2" h



Family Stories
Quarter Bin Display
(Bulk, Carton or Bag)
35" l x 12" w x 32 3/4" h



Meyer Lemon
Quarter Bin Display
(Bulk, Carton or Bag)
35" l x 12" w x 32 3/4" h



Lemon
Quarter Bin Display
(Bulk, Carton or Bag)
35" l x 12" w x 32 3/4" h

All displays ship flat to specified customer distribution centers. Merchandisers available on request for in-store set up and maintenance.



Custom Programs

Sunkist is ready to assist in building custom programs to drive consumption. Display contests, in or on-pack couponing, in-store radio, cross-promotions and other vehicles are available. Ask your sales representative for details!

Progressive Marketing Elements

Social Media

From eye-catching POS materials to mobile marketing including QR codes, these programs and technologies are available to help you drive your citrus category:



Sunkist utilizes Facebook to educate consumers about fresh citrus, engage them in various promotions and inform them of product availability and peak flavor. Visit facebook.com/sunkist



Sunkist uses Twitter to promote two-way dialogue with consumers through the communication of various recipes and fresh citrus product information. Follow us: [@Sunkist](https://twitter.com/Sunkist)



Sunkist offers an array of videos for use by both the retail community and consumers. Find detailed information on many varieties including unique usage suggestions and educational grove tours. Sunkist's collection of videos is available on our YouTube channel: youtube.com/sunkist



Sunkist posts all things citrus, including favorite recipes, home entertaining ideas and health and beauty tips on Pinterest, and encourages consumers to do the same. Creating a strong community of citrus lovers that share a common interest provides a unique opportunity to increase consumption among them, and the sharing nature of the site helps to convert more casual users into Sunkist fans. Join us at pinterest.com/sunkist to find out more.

Go Mobile with Sunkist



For additional information, please visit www.sunkist.com or contact your local Sunkist sales representative.