



THE SUMO STORY

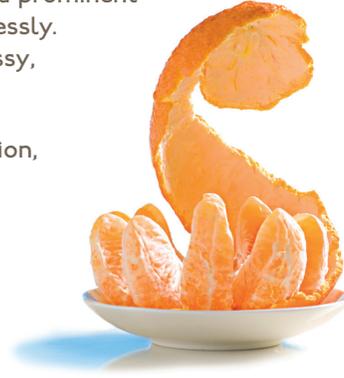
In the 1970s a citrus grower from Kumamoto Prefecture in Japan set out to develop a fruit which would combine the best of the easy-to-peel Japanese Satsuma with big, juicy sweet oranges from California. Although he saw promise in an obscure tangerine-orange hybrid, this new fruit proved challenging to grow. Thankfully, our grower persevered. Over time, he developed a series of methods for growing, pruning and thinning his trees, which is different from all other citrus.

It took over 30 years but his hard work was rewarded when recently, this new variety became the most prized citrus fruit in Japan and Korea. Now this legendary fruit, which is called Dekopon in Japan and Hallabong in Korea, is finally available for the enjoyment of consumers here in America.

It's grown on our families' farms in California's Central Valley to the same exacting standards of the original Kumamoto farmer. It is the biggest mandarin you've ever seen. It has a distinctive shape with a prominent "top-knot." The peel is bright orange, bumpy and loose so it peels effortlessly. The delicate sections separate easily. It's seedless, juicy without being messy, and it is quite probably the sweetest citrus you'll ever eat.

SUMO CITRUS® distinctive appearance is sure to attract customers' attention, and its many superior attributes will keep them coming back for more:

- EASY TO PEEL
- SEEDLESS
- VERY LOW ACID
- EXCEPTIONAL SHELF LIFE
- ENORMOUSLY SWEET TASTE
- JUICY WITHOUT BEING MESSY



Easy to peel
+ sweet to eat
= perfect balance

Sumo Availability Guide		
JAN	FEB	MAR
APR	MAY	JUN
JUL	AUG	SEP
OCT	NOV	DEC

Handling Tips:

- Maintain 39 -42° F temperature with good air circulation.
- Handle gently as rind is tender and can bruise easily.
- Rotate stock first-in, first-out for maximum fresh appearance.

Merchandising Tips:

- Display prominently!
- Consumers love sampling SUMO CITRUS® in-store. Once they've tasted it they will want to buy it.
- Stand-alone displays, signage, and merchandising support available upon request.

Health Benefits:

- SUMO CITRUS® is a good source of Vitamin C. It is Saturated Fat, Cholesterol and Sodium free.
- SUMO CITRUS® contains Folate, Potassium, and other Vitamins and Minerals.
- SUMO CITRUS® is also a good source of Fiber.

PACK STYLE:	CONSUMER CARTON, single layer	BULK DISPLAY CARTON, single layer
PACKAGING:	Tissue-wrapped	Panta-tray
COUNTS:	5, 6, 7, 8, 9, 10	18, 22, 25, 28, 33, 36
AVG. DIAMETER:	3.82", 3.68", 3.47", 3.30", 3.04", 2.84"	3.82", 3.68", 3.47", 3.30", 3.04", 2.84"
DIMENSIONS:	11.75" L x 9.938" W x 4.125" H	23.875" L x 15.813" W x 4.625" H
CUBE:	0.2787 cubic ft.	1.0104 cubic ft.
PALLET CONF:	288 - 16 tie x 18 high	85 - 5 tie x 17 high
PALLETS:	40" x 48"	40" x 48"
SHIPPING WT:	Approx. 1800 lbs. / pallet	Approx. 1800 lbs. / pallet
PLU	3632	3632
UPC	725422000017	N/A

SUMO CITRUS® is sold and shipped FOB NO GRADE SPECIFIED. Good delivery guidelines: 15% total, including 8% very serious damage including 5% decay Source: USDA

