

# CONDITIONED FRUIT



## A Complete Category Solution

### The Flavor Difference

Superior flavor doesn't happen by chance

### Flavor is the result of research

- Only proven varieties
- Optimum sugar-to-acid ratio
- Ideal fruit pressure

### The Volume and Variety Difference

The power of the Summeripe Alliance

### Primary Line

- Conditioned yellows
- Conditioned plums

### Specialty Line

- White flesh
- Apricots
- Plumcots

### Supply Powerhouse

- 4 Shippers
- Over 300 growers
- Over 8000 acres
- Strong supply April - November

### The Support Difference

Marketing strategies proven to grow sales

- Exclusive programs
- Display Strategies
- Promotion timing
- Market intelligence
- Retail education
- Marketing materials



### The Conditioning Process

