



# Tropicana®

## *A Brand Power Consumers Trust*

Tropicana® Fresh brings the consumer confidence and “pure premium” quality of North America’s strongest orange juice brand to your produce aisle. Consumers know that products under the Tropicana label are second to none.

“I carry Tropicana citrus because the brand represents a consistent message of quality and value that my customers have come to know and trust.”

– BJ’s Produce Buyer



A large-format East Coast retailer has been using the Tropicana brand to help them grow their citrus category for the better part of a decade! Tropicana labeled product was first introduced in the orange and lemon categories about ten years ago, and since then these categories have averaged 16% and 13% annual growth respectively. Through the initial success of the orange and lemon categories, Tropicana branded offerings in grapefruit, lime and clementines have also followed successfully. In fact, since the introduction of Tropicana product, this retailer has increased their total citrus category 14% annually on average for the last eight years. Consumers ask for the Tropicana label by name, and this retailer has seen strong repeat sales in the category.<sup>1</sup>

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# Premium Fresh Citrus that Drives Consumer Demand

## BENEFITS

- **Brand Recognition**—The Tropicana® brand evokes positive consumer impressions that allow you to differentiate your citrus program.
- **Impactful, High-Quality Graphics**—On primary packages, display bins and POS material.
- **Consumer Connectivity**—The Tropicana brand provides consumers to expect a repeatable experience when they buy it again—driving consumer loyalty.
- **Robust Sales** – High trial and high repeat, from promising quality and delivering on the consumers' expectations.
- **Variety**—A full line of varieties including navels, mandarins, murcotts, cara cara, valencias, grapefruit and lemons.
- **Tropicals**—Tropicana also offers a line of branded tropical fruits: limes, pineapples, and kiwis that further extend the brand's equity with consumers.

## FEATURES

- Quality assurance
- Category analysis
- Tropicana consumer website and social media
- Tropicana consumer 800#
- Audited food safety program
- Trace-back/recall program
- Consumer marketing

## PROGRAM SPECS

- All Tropicana citrus meets U.S. #1 Specs.
- According to internal C.H. Robinson® transaction data during 2011-2013, the arrival rate for Tropicana was 99.9% average over the last two years.
- Tropicana is supported by high-quality graphics, packaging, and promotional material.

## MARKETING SUPPORT

- POS materials
- Cross-merchandising opportunities
- Advertising materials
- Consumer displays/events

## PROGRAM AVAILABILITY

- Tropicana is a year round program.
- Growing regions in California, Texas, Florida, Spain, South Africa, and Chile.
- Availability dates for specific products vary by growing region

## LET'S TALK FRESH!

Please contact your Robinson Fresh® representative to build a custom program that meets your specific needs. Call 855-350-0014.



855.350.0014 | [www.robinsonfresh.com](http://www.robinsonfresh.com)

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