

Summer Citrus from South Africa swings into summer with consumer promotion

In its second year as a consumer-facing brand, Summer Citrus from South Africa is proud to announce the launch of its 2017 promotion – Swing Into Summer – which aims to bring awareness to South African citrus and encourage trial during the brand's limited availability in the summer months.

With so many citrus options available throughout the year, the brand learned from its first consumer promotion in 2016 that people are looking for inspiration and a better understanding of the South African fruit. This includes everything from unique flavor profiles, availability, growing practices, and recipes for each variety that work perfect in the summertime.

The promotion, launching its first phase May through June will offer one grand prize winner a \$250 Ray-Ban gift card, and ten winners will be chosen to receive a summer prize pack, consisting of:

- One Bose SoundLink Color Bluetooth Speaker II
- One Vera Bradley Pixie Blooms Grand Traveler
- One Striped Soft Comfort Hanging Hammock Chair
- One Citrus Zinger 36oz. Fruit Water Infuser
- One 100% Cotton Turkish Beach Towel

"Last year, we learned that people wanted to better understand the unique qualities and offerings of South African citrus before purchasing it, so we've created a promotion to accommodate those demands." said Suhanra Conradie, CEO of Summer Citrus from South Africa. "We expect that consumers will spend the time to get to know us before product is available in the U.S. in order to make a purchasing decision easier when Summer Citrus from South Africa is available in their local grocery store."



In July, the brand will continue its promotional efforts by partnering with five top food bloggers, who will create unique summer recipes and host their own giveaways to encourage interaction with and trial of Summer Citrus from South Africa during peak season and when the product is most readily available. One grand prize winner from each blog will win a summer prize pack, including an insulated picnic bag, fruit water infuser, Popsicle cookbook, and Popsicle molds.

For more information about Summer Citrus from South Africa, visit www.summercitrus.com.

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