

Unwrap Sweetness With Cuties® Clementines



What's so special about Cuties?

Lots! Cuties are an enjoyable and healthy treat for children and people of all ages. They are easy-to-peel, seedless and all-natural. So you can feel great about giving them to all the "cuties" in your life.

Two Cuties Provide

- ✓ An excellent source of Vitamin C
- ✓ A good source of potassium, fiber and folate
- ✓ A number of vitamins and minerals including A, B6, niacin, thiamin and pantothenic acid
- ✓ Antioxidants — Hesperidin and Naringenin
- ✓ 80 calories and 13 grams of sugar (naturally occurring in the fruit — not added)



Nutrition Facts

Serv. Size 2 clementines (168g)

Calories 80 Fat Cal 5

*Percent Daily Values (DV) are based on a 2,000 calorie Diet.

	Amount/Serving	%DV*	Amount/Serving	%DV*
Total Fat	0.5g	1%	Potassium 400mg	11%
Sat. Fat	0g		Total Carb	17g 6%
Trans Fat	0g		Fiber	4g 14%
Cholest.	0mg	0%	Sugars	13g
Sodium	0mg	0%	Protein	1g

Vitamin A 2% • Vitamin B6 6% • Vitamin C 290% • Folate 15%



Frequently Asked Questions

Are Cuties® really seedless?

Yes, Cuties are naturally seedless. Only when they are pollinated by bees do they contain seeds. So we do our best to prevent cross-pollination of our trees with other seeded varieties of citrus in the area. To do so, we use netting while our seedless clementine trees are in bloom. However, this is not foolproof, and sometimes these nets get broken by high winds, allowing those lucky bees to get in and cross-pollinate. Since we can't detect for seeds, we cut "test lots," checking for seeds before we pack our fruit. Despite all these efforts, some seeded fruit occasionally slips through.

So where can I buy Cuties?

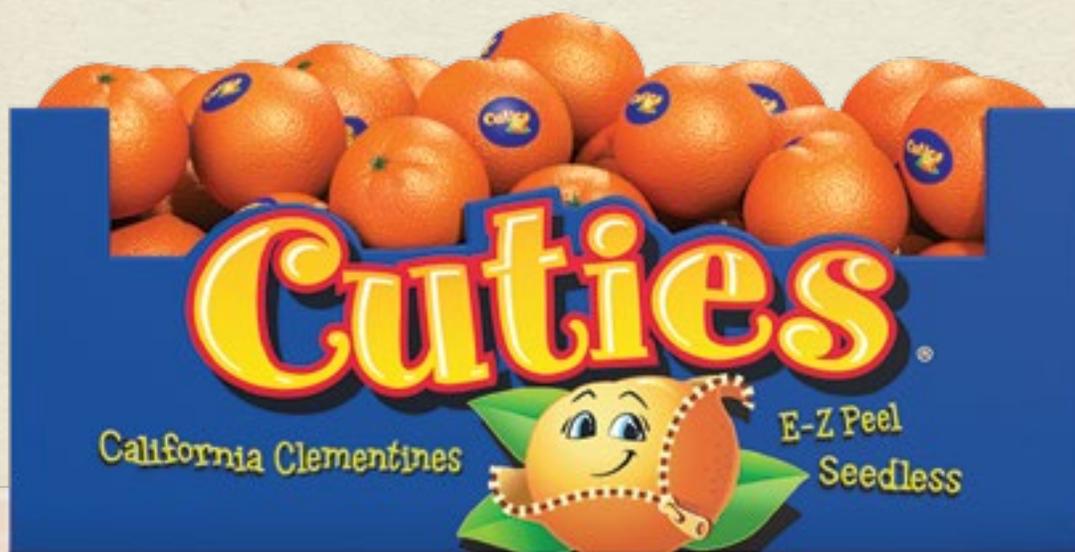
To find stores in your area that carry our product, visit CutiesCitrus.com. All retailer carriers of Cuties for the 2014/15 season are listed and are waiting to deliver all of our sweetness to their customers.

Wait, there's more than one variety of Cuties?

Cuties are actually made up of two varieties of mandarins: Clementine mandarins, available November through early January; and W. Murcott mandarins, available late January through April. Both varieties of Cuties have several distinct flavorful attributes that make them the perfect anytime, anywhere snack. Unlike other mandarins, they are seedless, sweet, easy-to-peel and the perfect snack-able size for "cuties" of all ages.

Where do Cuties grow?

Our citrus roots stem back to the late '60s in California while a revolution was taking place in the sunny orchards of the San Joaquin Valley. Back then, at Sun Pacific, we were growing navel, Valencia and Minneola tangelos, and quickly established them as some of California's finest fruit. Having practiced the enjoyable art of citrus growing for years, we brought it to a whole new level of cuteness in early 2000 with the introduction of Cuties brand California Clementines. And we're still here, in the same place we started, where our family has cultivated and perfected these adorable, sweet, seedless treats that have made their way into the hearts and fruit bowls of families near and far.



What's in Cuties® Juice and where can I find it?

Cuties Juice is 100% natural tangerine juice with no sugar, artificial colors, preservatives or any other icky stuff. We have four flavors: 100% Tangerine, Tangerine Orange Pineapple, Tangerine Orange Banana and Tangerine Mango Passion Fruit. The 100% Tangerine Juice comes in 8-ounce and 48-ounce bottles, while the other three varieties come in 48-ounce bottles only. Check out CutiesCitrus.com to find Cuties Juice near you.

What are the flavors of Cuties Smoothies?

Cuties Smoothies are available in four varieties:



- **Rockin' Red:** Tangerine & Strawberry Smoothie. Once you try our berry delicious blend of tangerine and strawberry, you'll be hooked. Sweet and tangy combine for a scrumptious berry smoothie that will keep you rockin' all day long.



- **Island Cuties:** Tangerine & Pineapple Smoothie. What happens when you put a little pineapple with your Cuties Juice? An island treat with just the right sweetness (provided by nature and at no extra charge). We only ask that if you stick an umbrella in it, you share a photo with us — we love to see our customers enjoy the finer things.



- **Monkey Madness:** Tangerine & Banana Smoothie. This pure juice and unadulterated banana flavor is sure to please your inner monkey. This is an all-time classic for kids of all ages.



- **Blue Blaster:** Tangerine & Blueberry Smoothie. Blast away any blues with our yummy blueberry smoothie that's full of antioxidants and lots of good stuff to keep any bad stuff away.

Are Cuties Non-GMO verified?

Cuties Clementines and Cuties Juices are Non-GMO verified by the Non-GMO Project. The seal shows that the product went through a strict verification process. This seal is an assurance that a product has been produced according to consensus-based best practices for GMO avoidance. You can find the verification seal on our Cuties packaging.

What's the best way to store Cuties?

To keep Cuties Clementines as sweet and fresh as possible, simply store them in the refrigerator. The cooler temperature will keep them juicy and fresh for two to three weeks.





Unwrap sweetness.

The Bigger Story Behind Our Sweet, Little Clementines

It's hard to believe there was a time when Cuties® nature's perfect little fruit, was unknown to American moms and kids. It seems like **sweet, seedless and easy-to-peel Cuties mandarins have been a part of our lives forever.** But there was a time, not so long ago, when this healthy, straight-from-the-orchard snack was a well-kept secret.

The Cuties story begins in the early 1980s when clementine mandarins were first imported from Spain to the Northeast region of the United States. Consumption of the sweet little fruit grew rapidly, spreading as far west as Chicago.

The best-selling clementine brand in the country.

Industry pioneer and Sun Pacific owner Berne Evans took note of the demand, and began looking for a way to make clementines available to even more kids in America. His work led him to Spain where he studied clementine production for several years. In 2000, Berne purchased land south of Bakersfield, California, where he began planting and developing clementine groves and murcotts shortly after.

Over the next several years, Sun Pacific planted thousands of additional acres of both clementines and murcotts. The combined produce—clementines are available from early November until early January and murcotts from late January through April—became known as Cuties.

In just a few years, the combination of exceptional quality, successful marketing and west coast availability created the most widely recognized and largest selling brand of mandarins in the United States, with distribution to every major grocer in the country.

Sun Pacific has exciting plans for promoting the iconic brand for the 2014/15 season. Efforts include the launch of a new campaign encouraging consumers to Unwrap Sweetness; a partnership with McDonald's that adds Cuties as a side option in Happy Meals and to the restaurant's a la carte menu; and a sweet sweepstakes for moms and kids.

Cuties is the best-selling clementine brand in the country. Weekly sales per store are 26 percent higher than Cuties' nearest competitor¹. And Cuties continues to drive unprecedented demand. With 95 percent awareness among parents², Cuties are recognized as the highest quality among any produce brand and the most well-liked. This aligns with the number one reason parents purchase Cuties: kids ask for them by name². It is not a surprise that 9 out of 10 consumers would recommend Cuties to a friend².

(1) Nielsen Perishables Group Data, S/Store/Week, Clementine Season 2013/14

(2) Brand Equity Tracker, SRG, December 2013

