

# SUNKIST

## citrus inspiration

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A foodservice guide  
to fresh citrus



fresh  
citrus

## from the brand you trust

**Sunkist®.** The Sunkist brand name is one of the most recognized brands in America. For over 100 years, Sunkist has brought to you only the highest quality citrus for your menu.

**Sunkist citrus is versatile.** Few foods are so integral to such a wide range of operations – from fine dining to quick service; throughout the day, across the menu from appetizers to desserts and late night beverages. And few inspire more creativity in new signature dishes.

**Sunkist citrus is always in season.** Whatever the month, whatever the season, there's a ripe, juicy Sunkist citrus varietal ready to boost your ticket averages.

This guide is designed to help foodservice professionals learn more about fresh citrus and to appreciate the added-value it brings to the menu. It contains information on Sunkist fresh citrus – oranges, lemons, limes, and grapefruits, as well as seasonal specialties – to increase purchasing efficiencies while maximizing profits through proper storage and handling procedures.

Segment by segment, unveil the secrets of citrus.





## Citrus secrets unveiled.











Unlock the secrets of citrus for creative menu inspiration and set yourself apart from the competition. Citrus. Simple and easy. Add a dramatic impact to the menu with a brand your customers trust, that's what Sunkist citrus can do for you.

Today's consumer wants more options on the menu – variety, healthful, ethnic. They're seeking new, bolder flavors – whether from comfort foods with a twist or from global cuisine. And, Sunkist citrus is the poster fruit for the mega-trend toward fresh and nutritious eating. Sunkist can help you deliver on these demands by adding fresh, enticing, flavorful taste to your menu.

**Sunkist's commitment to you.** Sunkist citrus is grown in ideal conditions, picked at its peak of flavor and ripeness, then rushed to your operation. Our commitment to providing you with the highest quality standards will continue with an offering of organic citrus. To learn more about our organic line of citrus, go to our website at [www.sunkist.com/foodservice](http://www.sunkist.com/foodservice) where you will also get great recipes and creative menuing ideas.



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# fresh oranges

## buying fresh oranges

**Navel Oranges.** Featuring a slightly thicker skin and easy peeling and sectioning, navel oranges are in season November through May. They are sweet and juicy, and virtually seedless, allowing for easy preparation of entrees, salads, and all kinds of menu specialties. Navels have a small navel formation at the blossom end and are known as “winter oranges.”

The navel orange was first introduced to the Southwest in the late 1800’s, and immediately found a perfect climate for propagation. Fertile soil, warm days, and cool nights led to an optimum balance of sugars and acids, which determine an orange’s taste profile. Today, Sunkist navels grown in California and Arizona are known to be among the finest quality navel oranges available.

**Valencia Oranges.** Known for their sweetness and juiciness, popular Valencia oranges are in season from February into November. They are differentiated from navel oranges by their thin, somewhat pebbly rind and occasional seeds. Ideal for juicing, Valencias are also excellent eating oranges.

Sunkist Valencia oranges are never picked until they have fully matured on the tree and are completely ripe inside, regardless of exterior color. An unusual phenomenon of nature occurs in the ripening process of Valencia oranges. They begin to turn golden in the winter months, long before they are actually ripe. It takes months of continued tree ripening before these oranges are ready to pick. As the fruit hangs on the tree during the warm days of summer, these golden-colored oranges begin to turn green again at the stem end. Experts call this “regreening.” They attribute it to warm ground temperatures, which cause the chlorophyll to return to the surface of the skin. The longer Valencias remain ripening on the tree, the greener they become.



grilled oranges, rice noodle and crab salad





panna cotta with caramel oranges

## fruit quality specifications

**Premium.** The Sunkist brand represents a premium piece of citrus that is the absolute highest quality citrus available. Sunkist's rigorous standards apply to virtually every aspect of the fruit: form, color, texture, and of course flavor, which is measured as a balance of sugars and acids also known as brix.

**Choice.** Choice fruit from Sunkist refers to citrus that have some exterior defects, but the same "Premium" quality to the interior fruit. Choice grade is economical when only the juice or segments without the rind are utilized.

## sizing – packing

Our oranges are shipped in sturdy, standardized paperboard cartons which hold about 40 pounds of fruit (total weight will vary, based on fruit size). The size designation, printed on every carton, states the number of oranges in the carton and also gives an indication of the size of the individual fruit within that carton. For example, a carton of "88s" contains 88 medium-size oranges. A carton of "138s" holds 138 small-size oranges, while a carton of "48s" contains 48 very large oranges.

Check this size chart to find the size of orange best suited to your service.





# fresh lemons

## buying fresh lemons

**Sunkist Lemons** are firm and juicy, with smooth skins and very few seeds. Unlike other types of citrus, lemons do not require significant heat to ripen, and are harvested year-round, mostly in coastal areas where temperature fluctuations are minimal and the climate is temperate.

Widely accepted as the most popular citrus fruit used in cooking today, lemons are an integral part of many of today's favorite entrees, salads, sauces, beverages, marinades, fillings, preserves, and flavorings.

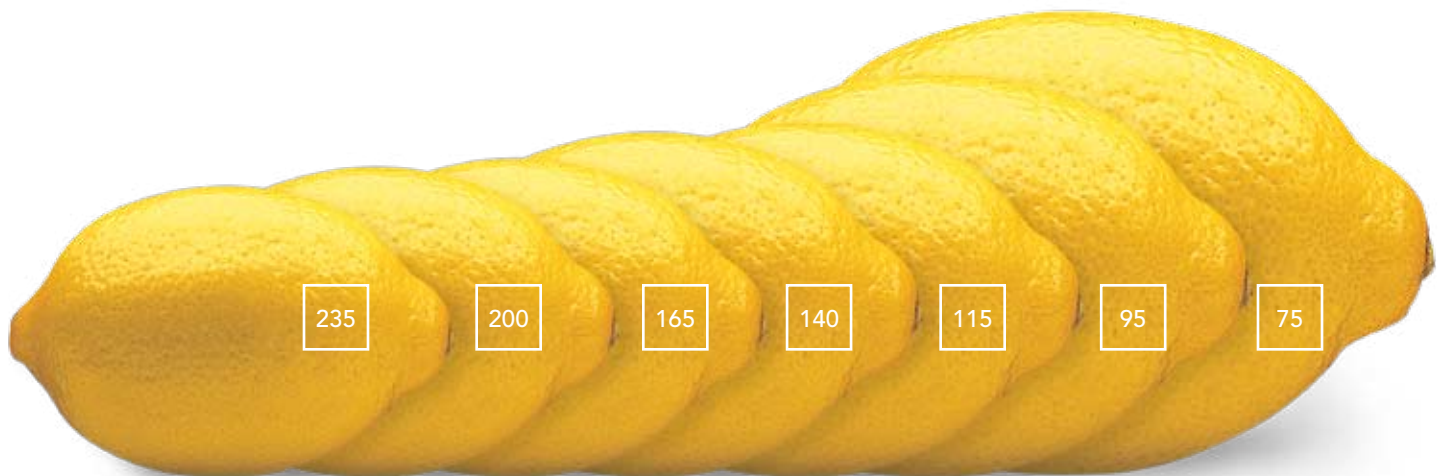
## sizing – packing

Our lemons are shipped in sturdy, standardized paperboard cartons that hold about 40 pounds of fruit (total weight will vary, based on fruit size). The size designation, printed on every carton, states the number of lemons in the carton and also gives an indication of the size of the individual fruit within that carton. For example, a carton of "140s" contains 140 medium-size lemons. A carton of "200s" holds 200 small-size lemons, while a carton of "75s" contains 75 very large lemons.

Check this size chart to find the size of lemon best suited to your service.



lemon curd in lemon shell



# fresh limes



tequila lime grilled shrimp

## buying fresh limes

**Sunkist Limes** are firm and bursting with piney and spicy floral aroma to add flavor to any cuisine. Sunkist limes, commonly known as Persian Limes – or Tahiti, have a smooth, bright green skin which turns light green as it ripens. Limes do well in hot semi-, sub- and tropical climates regions. Limes are harvested all year round, with a peak season from May through August.

The high acidic-level in limes make it a natural protein tenderizer and a key component to ‘cook’ the fish in the ceviche dish. Limes add color, flavor and excitement to any food and beverage item.

## sizing – packing

Sunkist limes are packed and shipped in sturdy, standardized paperboard cartons that hold about 40 pounds of fruit (total weight will vary, based on fruit size). The size designation, printed on every carton, states the number of limes in the carton and also gives an indication of the size of the individual fruit within that carton. For example, a carton of “110s” contains approximately 110 large-size limes. A carton of “250s” contains approximately 250 small-size limes.

Check this size chart to find the size of limes best suited to your service.





# fresh grapefruit

## buying fresh grapefruit

**Sunkist Grapefruit** are bursting with flavor and juice, solid and well-filled, with few seeds and smooth skin. Thanks to the diversity in California, Arizona, and Texas growing regions, Sunkist grapefruit is available 12 months of the year.

White, pink, and red grapefruit are alike in flavor and quality – only the color differs. Within the different colors, however, several pigmented varieties are popular. “Deep red” varieties Sunkist markets include: Star Ruby, Rio Red, and Rio Star. We also have traditional pink and white varieties available.

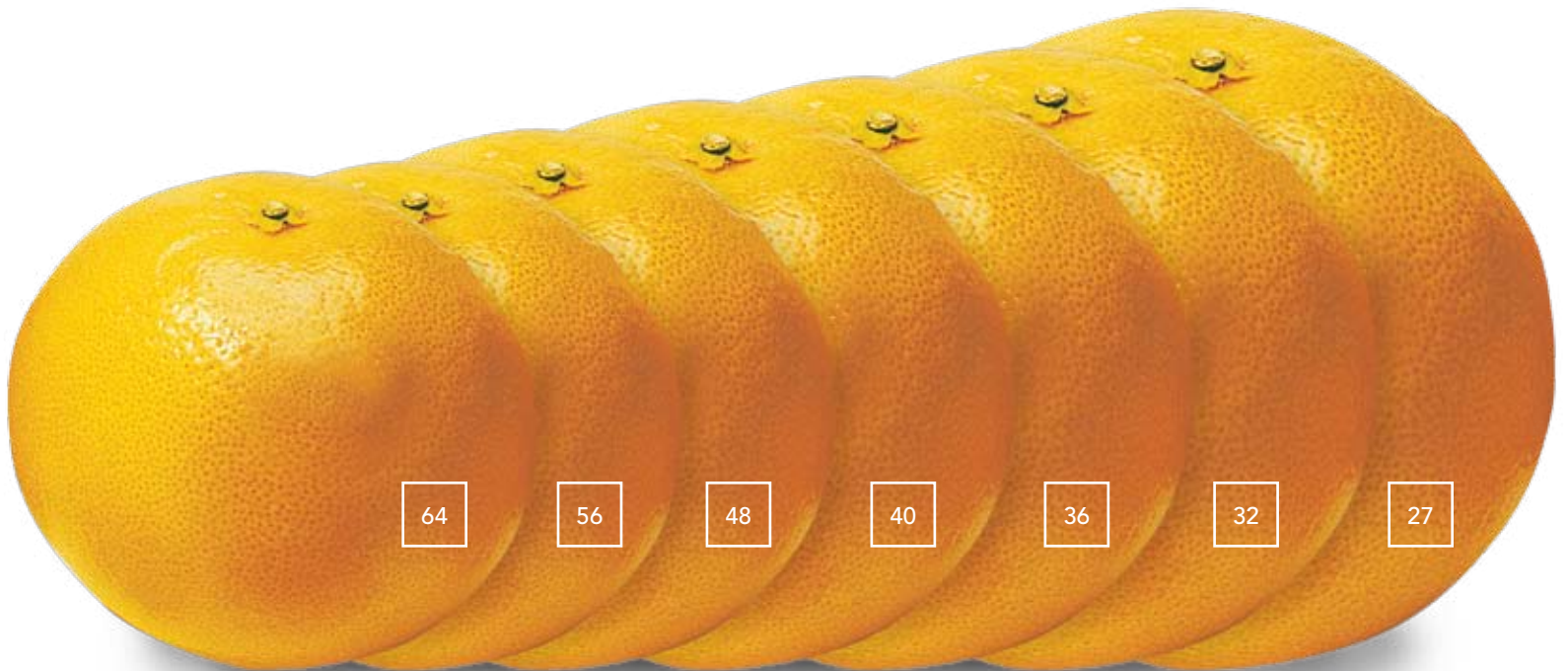
## sizing – packing

Our grapefruit are shipped in sturdy, paperboard cartons which hold about 35 pounds of fruit (total weight will vary, based on fruit size). The size designation, printed on every carton, states the number of grapefruit in the carton and also gives an indication of the size of the individual fruit within that carton. For example, a carton of “40s” contains 40 medium-size grapefruit. A carton of “64s” holds 64 small-size grapefruit, while a carton of “27s” contains 27 very large grapefruit.

Check this size chart to find the size of grapefruit best suited to your service.



micro green salad



# seasonal specialties



## buying seasonal specialties

Highly valued and eagerly anticipated due to their specific window of availability, seasonal citrus specialties add delicious variety to the spectrum of citrus flavors. Starting in mid-fall, seasonal specialties come into season throughout the autumn and winter months, with many available well into spring. Popular varieties include tangerines, tangelos, Moro (blood) oranges, Cara Cara oranges, mandarins, pummelos, Oroblancos and Melogolds.

## standardized cartons

Pummelos are the largest seasonal specialty and are packed in special cartons. Moro (blood) oranges and Cara Cara are sized and packed like oranges. Oroblancos and Melogolds are sized and packed like grapefruit. Tangerines, mandarins and tangelos are packed in sturdy cartons that come in a variety of sizes and case counts. Check with your local distributor as to which size best fits your needs.



**Pummelos.** Available mid-October into May. Sometimes called the “Chinese grapefruit.” Largest citrus fruit, with a firm flesh and a thick skin that is dark green early in the season, fading to yellow as the season progresses. Sizes peak on 10s through 18s. Interiors are pink. Aromatic, sweeter and less acidic than grapefruit.

**Moro Oranges.** Available December through mid-April. Also called “blood orange.” Sizes peak on 88s to 138s. Deep maroon interior and orange/red blushed exterior. Color intensity may vary. Distinctive rich orange taste with raspberry overtones. Easy to peel. Few seeds.

**Satsuma Mandarins.** Available mid-October through January. Earliest mandarin variety. Shape varies from flat to necked. Sizes peak at medium, large and jumbo. Rough, light orange exterior and bright orange interior. Deliciously sweet and juicy. Peels and segments easily. Few if any seeds.

**Orlando Tangelos.** Available mid-November through mid-February. Slightly flat, fairly large. Sizes peak on large, jumbo, and mammoth. Light orange exterior peel is slightly pebbled. Tangy yet mildly sweet. Close-fitting peel, segments easily. Few seeds.

**Royal Mandarins.** Available January through mid-March. Shape varies from slightly flat to round. Sizes peak on 88s, 113s and 138s. Pebbly exterior is red/orange in color. Aromatic, orange-like flavor. Pleasantly sweet and juicy. Thin skinned, easy to peel, some seeds.

**Fairchild Tangerines.** Available mid-October through January. Earliest tangerine variety. Slightly flat, often with stems and leaves attached. Sizes peak on medium, large and jumbo. Deep orange, pebbled exterior. Bright orange interior. Aromatic, rich/sweet flavor. Some seeds. Peels and segments easily.

**Minneola Tangelos.** Available mid-December through mid-May. Slightly elongated, knob-like formation at stem. Sizes peak on 100s and 125s from California, 80s and 100s from Arizona. Deep orange exterior color. Juicy, tart/sweet flavor. Peels and segments easily. Few if any seeds.



pummelo shrimp cocktail



dancy tangerines



moro oranges

# specialties



tangerine cheesecake

**Honey Mandarins.** Available late January through April. Most plentiful of the mandarins. Slightly flat. Sizes peak on medium, large and jumbo. Smooth, thin skin. Brilliant orange exterior and interior. Exotic aroma, rich/sweet flavor, full of juice. Peels and segments easily. Some seeds.

**Clementine Mandarins.** Available mid-November through February. Medium-sized fruit, known for being round in the middle, flatter on top and bottom. Sizes peak on medium, large and jumbo. Smooth, thin skin. Juicy interior with deeply sweet flavor. Segments easily. Few if any seeds.

**Dancy Tangerines.** Available mid-December through January. Sizes peak on medium, large, and jumbo. Thin, deep reddish-orange exterior. Rich/sweet flavor, full of juice. Moderate amount of seeds. Peels easily.

**Oroblancos/Sweeties and Melogolds.** Available October through mid-March. Cross between a Marsh white grapefruit and an acidless pummelo. Shape varies from round to flat/round. Size peaks on 32s to 56s. These varieties all have a golden yellow interior with a sweet flavor that is sometimes described as “a grapefruit with the sugar already added.” The Oroblanco is an early season varietal with a dark green exterior while the Sweeties and Melogolds are later season varietals with a golden yellow exterior.

**Cara Cara Oranges.** Available December through March. Sizes peak on 72s, 88s, and 113s. Orange exterior. Extremely sweet, rich pink-colored interior. Relatively low acid content and few to no seeds.

**Key Lime.** Available year round. Light green to yellow exterior. Straw yellow interior. Highly aromatic with high juice content.

**Meyer Lemon.** Available November through July. Sizes range from large, medium and small with packaging of 40lb, 20lb and 8lb cartons. Deep yellow to orange exterior. Sweeter and less acidic than lemons. Highly aromatic with a soft and thin edible rind.



oroblancos



royal mandarins



# seasonal availability

Sunkist Citrus: a year-round menu favorite.

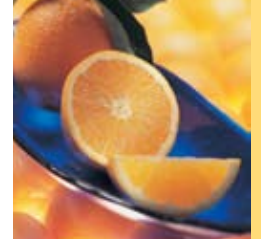
Capitalize on profit-boosting opportunities to promote fresh Sunkist citrus at its height of ripeness and availability. How about a "squeeze more from summer" promotion to merchandise Valencias? Or a "tropical escape" menu in mid-winter, featuring tangerines, tangelos and pummelos? Use this citrus seasonal calendar to help with menu planning.



## sunkist citrus seasonal calendar

	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP
valencia oranges												
navel oranges												
lemons												
limes												
grapefruit												
pummelos												
satsuma mandarins												
orlando tangelos												
royal mandarins												
moro oranges												
fairchild tangerines												
minneola tangelos												
honey mandarins												
oroblanco and sweeties												
melogolds												
cara cara oranges												
clementine mandarins												
dancy tangerines												
key lime												
meyer lemons												

# handling and storage **guidelines**



moro mimosa



sunkist summer float

## fresh oranges, lemons, and seasonal specialties

Store fresh citrus before preparation in a cool, well-ventilated area. Keep cartons on pallets or racks off the floor for better air circulation. The U.S. Department of Agriculture recommends that produce be washed under clean running tap water before eating or preparation. Washing helps remove microorganisms and dirt.

Detergent should not be used because it is not labeled for food use.

To preserve the fresh appearance of lemon wedges after they are prepared, refrigerate in covered containers. Refrigerated wedges will stay fresh up to four days – whole lemons will keep for two weeks!

The best temperature range for citrus storage is 45° to 48° F. For specific temperature range by citrus variety, use the following guide:

orange	45° – 48° F
lemon, meyer lemon	45° – 48° F
grapefruit (Western varieties)	40° – 45° F
tangerine, tangelo, moro and mandarin	37° F
oroblanco/sweeties/melogold	41° F
pummelo	41° F
lime, key lime	45° – 50° F





# fresh citrus yields and cost matrix

## oranges

### Orange Equivalents of Food Measures

- 10 –11 sections  
(1 medium orange)
- 1 cup bite-size pieces  
(2 medium oranges)
- 1 cup juice  
(4 medium orange)
- 4 tsp. grated peel  
(1 medium orange)



COST PER CARTON IN DOLLARS	SIZE 138				SIZE 113				SIZE 88				SIZE 72			
	COST PER ORANGE				COST PER ORANGE				COST PER ORANGE				COST PER ORANGE			
	WHOLE	HALF	WEDGES		WHOLE	HALF	WEDGES		WHOLE	HALF	WEDGES		WHOLE	HALF	WEDGES	
			6	8			6	8			6	8			6	8
\$6.00	\$.043	\$.021	\$.007	\$.005	\$.053	\$.026	\$.009	\$.007	\$.068	\$.034	\$.011	\$.009	\$.083	\$.041	\$.014	\$.010
7.00	.050	.025	.008	.006	.061	.030	.010	.008	.079	.039	.013	.010	.097	.048	.016	.012
8.00	.058	.029	.010	.007	.070	.035	.012	.009	.090	.045	.015	.011	.111	.055	.019	.014
9.00	.065	.032	.011	.008	.079	.039	.013	.010	.102	.051	.017	.013	.125	.062	.021	.016
10.00	.072	.036	.012	.009	.088	.044	.015	.011	.113	.056	.019	.014	.138	.069	.023	.017
11.00	.079	.039	.013	.010	.097	.048	.016	.012	.125	.062	.021	.016	.152	.076	.025	.019
12.00	.087	.043	.014	.011	.106	.053	.018	.013	.136	.068	.023	.017	.166	.083	.028	.021
13.00	.094	.047	.016	.012	.115	.057	.019	.014	.147	.073	.025	.018	.180	.090	.030	.022
14.00	.101	.050	.017	.013	.123	.061	.021	.015	.159	.079	.027	.020	.194	.097	.032	.024
15.00	.108	.054	.018	.014	.132	.066	.022	.017	.170	.085	.028	.021	.208	.104	.035	.026
16.00	.115	.057	.019	.014	.141	.070	.024	.018	.181	.090	.030	.023	.222	.111	.037	.028
17.00	.123	.061	.021	.015	.150	.075	.025	.019	.193	.096	.032	.024	.236	.118	.039	.030
18.00	.130	.065	.022	.016	.159	.079	.027	.020	.204	.102	.034	.026	.250	.125	.042	.031
19.00	.137	.068	.023	.017	.168	.084	.028	.021	.215	.107	.036	.027	.263	.131	.044	.033
20.00	.144	.072	.024	.018	.177	.088	.029	.022	.227	.113	.038	.028	.277	.138	.046	.035

## grapefruit

### Grapefruit Equivalents of Food Measures

- 10 –12 sections  
(1 medium grapefruit)
- 2/3 cup juice  
(1 medium grapefruit)



COST PER CARTON IN DOLLARS	SIZE 56				SIZE 40				SIZE 32			
	COST PER GRAPEFRUIT				COST PER GRAPEFRUIT				COST PER GRAPEFRUIT			
	WHOLE	HALF	SECTIONS		WHOLE	HALF	SECTIONS		WHOLE	HALF	SECTIONS	
			6	8			6	8			6	8
\$6.00	\$0.11	\$0.08	\$0.03	\$0.02	\$0.15	\$0.08	\$0.03	\$0.02	\$0.19	\$0.09	\$0.03	\$0.02
6.50	0.12	0.08	0.03	0.02	0.16	0.08	0.03	0.02	0.20	0.10	0.03	0.03
7.00	0.13	0.09	0.03	0.02	0.18	0.09	0.03	0.02	0.22	0.12	0.04	0.03
7.50	0.13	0.09	0.03	0.02	0.19	0.09	0.03	0.02	0.23	0.12	0.04	0.03
8.00	0.14	0.10	0.03	0.03	0.20	0.10	0.03	0.02	0.25	0.13	0.04	0.03
8.50	0.15	0.11	0.04	0.03	0.21	0.11	0.04	0.03	0.27	0.13	0.04	0.03
9.00	0.16	0.11	0.04	0.03	0.23	0.11	0.04	0.03	0.28	0.14	0.05	0.04
9.50	0.17	0.12	0.04	0.03	0.24	0.12	0.04	0.03	0.30	0.15	0.05	0.04
10.00	0.18	0.13	0.04	0.03	0.25	0.13	0.04	0.03	0.31	0.16	0.05	0.04
10.50	0.19	0.13	0.04	0.03	0.26	0.13	0.04	0.03	0.33	0.16	0.05	0.04
11.00	0.20	0.14	0.05	0.03	0.28	0.14	0.05	0.03	0.34	0.17	0.06	0.04
12.00	0.21	0.15	0.05	0.04	0.30	0.15	0.05	0.04	0.38	0.19	0.06	0.05
13.00	0.23	0.16	0.05	0.04	0.33	0.16	0.05	0.04	0.41	0.20	0.07	0.05
14.00	0.25	0.18	0.06	0.04	0.35	0.18	0.06	0.04	0.44	0.22	0.07	0.05
15.00	0.27	0.19	0.06	0.05	0.38	0.19	0.06	0.05	0.47	0.23	0.08	0.06
16.00	0.29	0.20	0.07	0.05	0.40	0.20	0.07	0.05	0.50	0.25	0.08	0.06
17.00	0.30	0.21	0.07	0.05	0.43	0.21	0.07	0.05	0.53	0.27	0.09	0.07
18.00	0.32	0.23	0.08	0.06	0.45	0.23	0.08	0.06	0.56	0.28	0.09	0.07
19.00	0.34	0.24	0.08	0.06	0.48	0.24	0.08	0.06	0.59	0.30	0.10	0.07
20.00	0.36	0.25	0.08	0.06	0.50	0.25	0.08	0.06	0.63	0.31	0.10	0.08

# lemons

## Lemon Equivalents of Food Measures

1 cup juice  
(6 medium lemons)

3 tsp. grated peel  
(1 medium lemon)



COST PER CARTON IN DOLLARS	SIZE 200				SIZE 140			
	COST PER LEMON				COST PER LEMON			
	WHOLE	HALF	WEDGES		WHOLE	HALF	WEDGES	
			6	8			6	8
\$8.00	\$.040	\$.020	\$.007	\$.005	\$.057	\$.029	\$.010	\$.007
9.00	.045	.023	.008	.006	.064	.032	.010	.008
10.00	.050	.025	.008	.006	.071	.036	.012	.009
11.00	.055	.028	.009	.007	.079	.039	.013	.010
12.00	.060	.030	.010	.008	.086	.043	.014	.011
13.00	.065	.033	.011	.008	.093	.046	.015	.012
14.00	.070	.035	.012	.009	.100	.050	.017	.013
15.00	.075	.038	.013	.009	.107	.054	.018	.013
16.00	.080	.040	.013	.010	.114	.057	.019	.014
16.00	.085	.043	.014	.011	.121	.061	.020	.015
18.00	.090	.045	.015	.011	.129	.064	.021	.016
19.00	.095	.048	.016	.012	.136	.068	.023	.017
20.00	.100	.050	.017	.013	.143	.071	.024	.018
21.00	.105	.053	.018	.013	.150	.075	.025	.019
22.00	.110	.055	.018	.014	.157	.079	.026	.020
23.00	.115	.058	.019	.014	.164	.082	.027	.021
24.00	.120	.060	.020	.015	.171	.086	.029	.021
25.00	.125	.063	.021	.016	.179	.089	.030	.022
26.00	.130	.065	.022	.016	.186	.093	.031	.023
27.00	.135	.068	.023	.017	.193	.096	.032	.024
28.00	.140	.070	.023	.018	.200	.100	.033	.025

# limes

## Lime Equivalents of Food Measures

1 cup juice  
(6-8 medium limes)

2 tsp. grated peel  
(1 medium lime)



COST PER CARTON IN DOLLARS	SIZE 230				SIZE 175			
	COST PER LIME				COST PER LIME			
	WHOLE	HALF	WEDGES		WHOLE	HALF	WEDGES	
			6	8			6	8
\$8.00	\$.035	\$.017	\$.006	\$.004	\$.046	\$.023	\$.008	\$.006
9.00	.039	.020	.007	.005	.051	.026	.009	.006
10.00	.043	.022	.007	.005	.057	.029	.010	.007
11.00	.048	.024	.008	.006	.063	.031	.010	.008
12.00	.052	.026	.009	.007	.069	.034	.011	.009
13.00	.057	.028	.009	.007	.074	.037	.012	.009
14.00	.061	.030	.010	.008	.080	.040	.013	.010
15.00	.065	.033	.011	.008	.086	.043	.014	.011
16.00	.070	.035	.012	.009	.091	.046	.015	.011
17.00	.074	.037	.012	.009	.097	.049	.016	.012
18.00	.078	.039	.013	.010	.103	.051	.017	.013
19.00	.083	.041	.014	.010	.109	.054	.018	.014
20.00	.087	.043	.014	.011	.114	.057	.019	.014
21.00	.091	.046	.015	.011	.120	.060	.020	.015
22.00	.096	.048	.016	.012	.126	.063	.021	.016
23.00	.100	.050	.017	.013	.131	.066	.022	.016
24.00	.104	.052	.017	.013	.137	.069	.023	.017
25.00	.109	.054	.018	.014	.143	.071	.024	.018
26.00	.113	.057	.019	.014	.149	.074	.025	.019
27.00	.117	.059	.020	.015	.154	.077	.026	.019
28.00	.122	.061	.020	.015	.160	.080	.027	.020



# citrus around the world

## citrus menu inspirations

Today's consumers are looking for bold, new flavors and are turning to global cuisines to satisfy their cravings for adventure and excitement.

Citrus has long been a staple in many cuisines – from Asia to the Americas to the Mediterranean. Cultures from around the world value citrus for its crisp, fresh, sweet and tangy flavors as well as its nutritional qualities. Chefs from around the world value citrus as a versatile ingredient in entrees to appetizers, salads to soups, desserts to cocktails. No other ingredient can be naturally added to the menu when creating authentic dishes from around the world.

From peels and zests in stir fries, to juice in ceviches, citrus is a versatile ingredient that adds crisp, fresh flavor with a distinct taste. As an added appeal, citrus is a nutrition super food and the added benefits from the nutrient properties will be the new wave of cooking.

The top ethnic cuisines based on restaurant growth and consumer favorites are Asian, Latin American, Mediterranean, and what is considered American Comfort Food continue to evolve. Delve deeper into the four major ethnic groups and tap into exotic regional cuisines, and use local ingredients for a more authentic flair.

**Asian.** Since lemons, limes and oranges first were cultivated in Asia, they've become an integral part of many Asian dishes. Citrus can be found in the tangy, complex flavors of China, Thailand and Vietnam, and provides a balance to spicy chilies and ginger accents. Citrus adds delicate nuances to the aromatic curries of foods from India.

### Citrus-Inspired Asian Dishes

- > Pummelo and Grilled Shrimp Salad
- > Satsuma Roasted Black Bass
- > Shrimp Curry with Orange Peels
- > Snapper with Spicy Lemon Garlic Sauce
- > Crab Somosa and Hot Lime Ponzu



**Latin American.** Citrus fruits sailed into Latin American cuisine on the ships of explorers bound for the New World. The juicy fruits were integrated into the sweet and sour flavors of the Caribbean islands. Popular Latin dishes of ceviche and mojo get a lift with the essence of orange, tangerine and lime.

### Citrus-Inspired Latin Dishes

- > Shrimp Mojito
- > Hearts of Palm in Sour Orange Mojo
- > Lime and Rum Roasted Pork
- > Snapper with Avocado and Citrus Salsa



fresh orange-pummelo citrus mini-tarts

**Mediterranean.** Italy, Spain and France enjoyed citrus fruits sporadically throughout ancient history, but not until the Portuguese popularized them in the 15th century did they become integral to Mediterranean cuisine. Lemons and oranges are key to the hearty, aromatic and earthy flavors of Spain and Italy while rich and refined classic fare from France makes use of lemons, oranges and grapefruit.

### Citrus-Inspired Mediterranean Dishes

- > Roasted Tuna with Oranges, Anchovy, Lemon Foam
- > Blood Oranges, Goat Cheese, Almond, and Frisée Salad
- > Lobster with Tangerines, Grapefruit and Saffron Oil
- > Orange Roasted Swordfish with Mint Basil and Almond Pesto

**American Comfort Foods.** The tried and true foods of down home America are heightened with a citrus zing as oranges make their way into chicken barbeque sauces while seafood hardly seems right without a twist of lemon. Grown in the sunny climates of California, Arizona, Texas and Florida, citrus is an integral component of regional dishes across the U.S.

### Citrus-Inspired American Comfort Foods

- > Lemon Roasted Wild Florida Shrimp
- > Moro Orange BBQ Free Range Chicken
- > Maryland Crab Cakes with Honey Tangerine Butter
- > Heirloom Tomato and Cara Cara Vinaigrette
- > Fresh Orange-Pummelo Citrus Mini-Tart



# liquid gold: citrus

## beverage trends and applications

Savvy operators know that beverages are the most profitable items to have on the menu. With low food cost and high impact to the bottom line, beverage menus should be well-crafted and carefully planned.

Several trends will affect the direction of the growth of the beverage category:

- > Increase in ethnic population, as well as the migration of the ethnic groups will affect flavors and ingredients
- > Increase awareness and desire for healthful beverages as a response to the new food pyramid which increases fruit and vegetable intake for adult men and women
- > Tweens (age 8-12) with disposable income are looking for healthful beverages with bold tastes\*

As ethnic groups grow and migrate throughout the United States, they take with them their taste preference for specific flavors and ingredients.

Consumers who are opting for smoothies and meal replacement drinks will be adding supplements such as protein powders or Echinacea to help maximize their nutrient intake.

Keep an eye on the 'tweens' to affect growth of the beverage category. With more disposable income compared to similar age groups generations ago, today's 'tweens' are demanding more tart and tangy drinks.

**Alcohol-based beverages not drying up.** In the alcohol-based category, there has been a revival in cocktails, especially a return to the classics – Cosmopolitans and Martinis. This time around the changes can be found in the ingredients – a focus on premium quality and fresh ingredients. Drinks will be “layered” with flavor and sensation for the ultimate reward.

For the purest flavor and distinct taste, bartenders recommend using fresh citrus such as limes, lemons and oranges in beverages. Let the essential oils of the citrus do the work by squeezing fresh citrus in front of the consumer. The aroma will heighten anticipation and jump-start the taste buds for a memorable drink.



sunkist lemon drop

## Citrus-Inspired Beverages

- > Citrus Mint Tea Cooler
- > Fresh Orange Lemon Crusher
- > Orange Iced Tea
- > Orange Mojito
- > Slightly Orange Martini
- > Lemon Drop
- > Blushing Grapefruit Cosmo



sunkist texas sunset



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