

We're putting flavor back into fresh produce.

Just look for the Sun World label to experience our quality difference! Sun World's product mix has been carefully assembled to respond to its customers' needs. Wherever possible, Sun World provides year-round continuity of its value-added, specially-bred products from a variety of locations.

Sun World maintains sales and marketing offices in Coachella and Bakersfield, California. Equipped with the technology to provide customers with immediate information on all products, the Company's domestic and international sales force is among the most respected in the industry. Sun World also operates one of the world's largest table grape and breeding programs and has extensive licensing agreements around the world.



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For more information on how Sun World can add value to your operation, **visit our website**. While you're there, be sure to click on the newsletter link to read our latest 'Fresh News', then catch up on previous issues in the archives. 'Fresh News' is a must-read if you want to keep up with new trends in this rapidly changing industry.

www.sunworldfruit.com
www.sun-world.com

Product and Variety Guide



Your quick reference to quality produce

Sun World offers:

- Over 75 varieties of fresh fruit and vegetables for both mainstream and specialty markets.
- A wide range of cost effective, value-added packaging options for bulk and niche markets which reduces handling, thus ensuring best product freshness at point of sale.
- An expert team in our extensive Research and Development center works year round, continually enhancing existing products, we are industry leaders in new product development.



Treefruit

BLACK DIAMOND® plum: Our premier plum has a high natural sugar content, it's very juicy and has exceptional flavor. This attractive fruit is burgundy red to dark purple in color. Of medium thickness and texture, its flesh is a deep red-raspberry color with a yellow tinge near the base of the fruit.



HONEYCOT® apricot: With a more distinct apricot aroma than most other varieties, this early ripening, freestone dessert fruit has a bright, red-blush skin color, juicy flesh with melting texture and is.

AMBER CREST® peach: Sun World's flagship peach, an exceptionally high-color variety with remarkable flavor and is uniform and symmetrical. This juicy freestone fruit has distinctive bright red skin sporting a bright yellow blush. Its delicately flavoured yellow flesh has a slight red streak to it.



Peppers



Sweet Red & Yellow peppers: These unusually large, sweet peppers—up to 10 inches long and four inches wide—can weigh up to two pounds. Each pepper is hand picked, individually washed and carefully placed into its packing carton. This sensitive handling is why Sun World peppers are not only reaching market at the peak of freshness, the careful handling assures an attractive and appealing appearance to the eye.

Watermelon

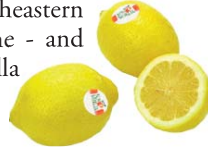
SUN WORLD SEEDLESS® watermelon: A superior watermelon introduced nationally in 1988 after 50 years of research and development. This seedless melon is sweeter, crunchier and easier to handle than most seeded varieties.



Citrus

Satsuma mandarin: The Satsuma is a super-sweet, easy to peel, seedless mandarin which Sun World grows in Bakersfield. Available November and December, it is popular throughout the holidays.

Lemons: Grown near the southeastern California desert town of Blythe - and from throughout the Coachella Valley, Sun World lemons are harvested and packed from August through December and distributed to customers throughout North America, Europe and the Pacific Rim.



Starsweet grapefruit:

Known for their intense, deep-red pulp and great eating quality, "Stars" are available October-July from Coachella Valley orchards. Sun World growers also produce pink (Ruby), white (Golden) and super red Rio Red grapefruit which are packed by Sun World at its main Coachella facility. Sun World branded grapefruit is distributed throughout the United States and Canada as well as to Europe, Australia and most Pacific Rim countries.

Navel Oranges: The navel is popular because of its seedlessness and easy to peel characteristics. The fruit is round and large with an orange or orange-yellow rind.

Grapes

SUPERIOR SEEDLESS® grape: Introduced in 1972, this unique fruit is grown by Sun World and its licensed producers in the United States, South Africa, Namibia, Australia, Spain, Italy, Argentina, Morocco and Israel.

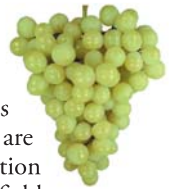


MIDNIGHT BEAUTY® grape: Sun World's newest addition, MIDNIGHT BEAUTY®. Developed in Sun World's Research & Development center, this grape boasts extremely large berries crisp texture and tends to be redder in color than black grapes. MIDNIGHT BEAUTY® was introduced to provide a productive, high-quality, black grape ripening along with SUPERIOR SEEDLESS®.



Red Flame seedless grape: This variety was Sun World's first entry into the specialty produce market in the late 1970s. Sun World recognized this grape's fine qualities and was the first to aggressively produce and promote the Red Flame.

SOPHIA SEEDLESS® grape: This variety was developed with a pronounced muscat aroma and is a late, mid-season type. Its berries are crisp, round, and very sweet. Production starts about mid-August in Bakersfield, California.



SABLE SEEDLESS® grape: After 15 years in Sun World's Research and Development Center, Sable Seedless was released in July of 2003. The deep black grapes have a firm, crunchy texture and boast a rich, distinctive flavor with high natural sugar and a trace of muscat. They ripen in California two weeks after Thompson starts, and will also be produce from Sun World growers in Europe, Australia, South America, and South Africa.