



KIDS LOVE CUTIES. HERE'S WHY.

Cuties are a hybrid fruit, the delicious offspring of a sweet orange and a Chinese Mandarin. Kids love Cuties because they're just the right size for small hands, they're always sweet and juicy, and they're easy to peel. Parents love them, too, because they're full of vitamins and minerals.

Super Sweet: Before a Mandarin can earn the Cuties label, it must meet a minimum sweetness level. And that sweet taste is 100% natural, unlike some imported fruit.

E-Z Peel®: Cuties' naturally loose skin makes them a cinch to peel. This means kids don't have to ask Mom or Dad for help – they can do it all by themselves. And the peel comes off cleanly, so there's no pulpy mess left behind.

Seedless: Kids hate seeds – one more reason they love Cuties so much. To keep them seed-free, Cuties are protected from cross-pollination, then tested at harvest. Of course, the occasional seed may slip by.

Kid-Sized: Cuties are the perfect size for kids' hands. And because they're so small, all that sweetness and nutrition is concentrated into a few tasty bites. So toss a few into their lunch packs.

Packaging and pricing: Cuties come in a 2- or 3-lb bag that retails for \$3.99 to \$6.99, and a 5-lb box that retails from \$4.99 to \$8.99.



Where to find them: Cuties are available at leading grocery retailers nationwide such as Kroger, Ralphs, Fred Meyer, KING Soopers, Fry's, QFC, Safeway, Vons, Costco, Sam's Club, Wal-Mart, Target, Supervalu, Albertsons, Raley's, Schnucks, Hy-Vee, H-E-B, Meijer, Hannaford, Jewel, Publix and Roundy's Supermarkets.

For more information, visit CutiesKids.com.
We're also on Twitter at twitter.com/cutiescitrus.



Media Contacts:

Erika Bennett, Roll Global, ebennett@roll.com; 310-966-3586
Ashley Blua, Roll Global, ablua@roll.com; 310-312-2809