



Press Release

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Seald Sweet Launches Limited Edition Label for Florida Citrus

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Vero Beach FL USA

Greenyard USA/ Seald Sweet announces a new label design for this upcoming Florida Citrus season, using historic vintage labels. “We are creating a collage utilizing old Florida vintage style labels to celebrate our 110th year anniversary and to embrace our history” says Mayda Sotomayor, CEO of Greenyard US/Seald Sweet. These designs revive the old ‘crate labels’ used more than half a century ago, when citrus was shipped all over the country in wooden crates. This retro-design brings back to life Seald Sweet’s original labels used in the 50’s, depicting their beautifully illustrated designs from the past.

Mayda Sotomayor stated that “The retro-labels for oranges and tangerines reflect the heritage of Florida citrus, which was our beginning. Although Seald Sweet now sells a wide variety of produce from around the world, we want to remember and show-case that Seald Sweet was born in Florida, as a Citrus grower cooperative, more than a century ago”.

These limited edition labels were created for Florida oranges and tangerines, including the “Fresh from Florida” Logo. This Logo associates the members' products with Florida agriculture’s worldwide image of excellence, which has been carefully cultivated and promoted by the Florida Agricultural Promotional Campaign (FAPC) program since its beginnings in 1990.

As part of our winter domestic citrus program, the new packaging is available now through January. An ‘old-new’ look for fresh fruit!

About Seald Sweet

Seald Sweet was founded in 1909 as a Florida citrus grower cooperative. In 1998, Seald Sweet merged with Greenyard, formerly known as UNIVEG, transforming the company to a global marketer through their international network of companies. Today Seald Sweet is a leading supplier of the citrus category and

grapes, apples, pears and more through their global network of companies and partners.

www.sealdsweet.com

About Greenyard

Greenyard (Euronext Brussels: GREEN) is a global market leader of fresh, frozen and prepared fruit & vegetables, flowers, plants and growing media. Developing extensive global partnerships with our growers enables us to offer an exceptionally wide range of high quality fresh produce to our customers, which are the majority of the key retailers within Europe. We work closely with our customers to continually meet and exceed their needs and expectations; our drive in industry leading packaging, promotional and product innovation helps us grow together in a mutually sustainable way. We are proud to serve as our customer's direct connection to the field.

www.greenyard.group

2 PHOTOS ATTACHED

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