

Florida GRAPEFRUIT



FIND EVERYDAY BEAUTY IN THE GROCERY AISLE with Florida Grapefruit and 100 Percent Grapefruit Juice

- Go grapefruit this New Year. Varieties of fresh Florida grapefruit are in peak season from January through April, which is when many women resolve to pursue healthier regimens. One-hundred percent grapefruit juice is available year-round and can serve as a zingy, fat-free ingredient to help keep you looking and feeling fabulous every day of the year!
- Grapefruit goes with everything. With so many colors of grapefruit to choose from, what's a girl to do? Most grapefruit have smooth, yellow skin, sometimes with overtones of pink, white, orange or green. The most popular Florida grapefruit varieties are Marsh White, Ruby Red and Flame. The Marsh variety bears a light yellow rind and amber-colored flesh. The bolder Ruby Red grapefruit have a yellow-pink rind and bright pink or red flesh. Flame grapefruit are identified by a yellow rind and dark red flesh. The color has no bearing on the taste. It's simply pigment, so it's okay to stock your refrigerator with all your favorites.
- Beauty comes from the inside. Small blemishes, called wind scars, may appear on grapefruit skin as a result of the fruit rubbing against the tree branches, but they are only skin deep! They do not affect the juicy, flavorful sections inside.
- All done up. Florida grapefruit are fully ripe when picked. They're fresh and ready to eat when you purchase them, just like other citrus fruits. Grapefruit is best stored loose at cool room temperature for four to five days. For mouth-watering flavor and nutrition lasting up to three weeks, store grapefruit in your refrigerator crisper.

Flame Grapefruit. Flavorful, sweet and juicy. Flesh is red in color and usually seedless. Half a Florida grapefruit has more fiber than one cup of popcorn!

Seasonal Availability:

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
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Marsh White Grapefruit. Medium to large size, usually flattened at both ends. Peel is yellow, smooth and thin. White to amber colored flesh and almost seedless. Easy to section. Excellent flavor and plenty of juice.

Seasonal Availability:

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
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Ruby Red Grapefruit. Medium to large size, usually flattened at each end. Smooth yellow peel with areas of pink to red blush. Segments have characteristic pink to reddish tinge. Few seeds.

Seasonal Availability:

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
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For more information, please visit www.GoFloridaGrapefruit.com