FY26-27 Domestic Marketing Program Update: October



October FCC Meeting

Agenda

Fresh Florida Citrus

- Budget Allocation
- Planning Process
- IFPA Conference

Grapefruit Update

- Trade Media
- Retail Demos
- Retail Website & LinkedIn

Fresh Orange Update

- IFPA Conference
- Updated Program Plan
- In-Market Asset

Domestic Florida Orange Juice Marketing Program Update

- Dashboard
- Paid Media Update
- Brand Lift Results
- Creative Testing & Education
- Upcoming True Originals Shoot
- Tampa Bay Limited Time Offer
- Tampa Bay Lightning Bolt Run
- Grower Shoot
- FNCE Conference

International Program Update

- In-Flight
- Pan- Europe
- France
- South Korean
- Canada



Supporting Fresh Citrus



Domestic Fresh Citrus Investment Increased by 110% in FY 2026 - 2027

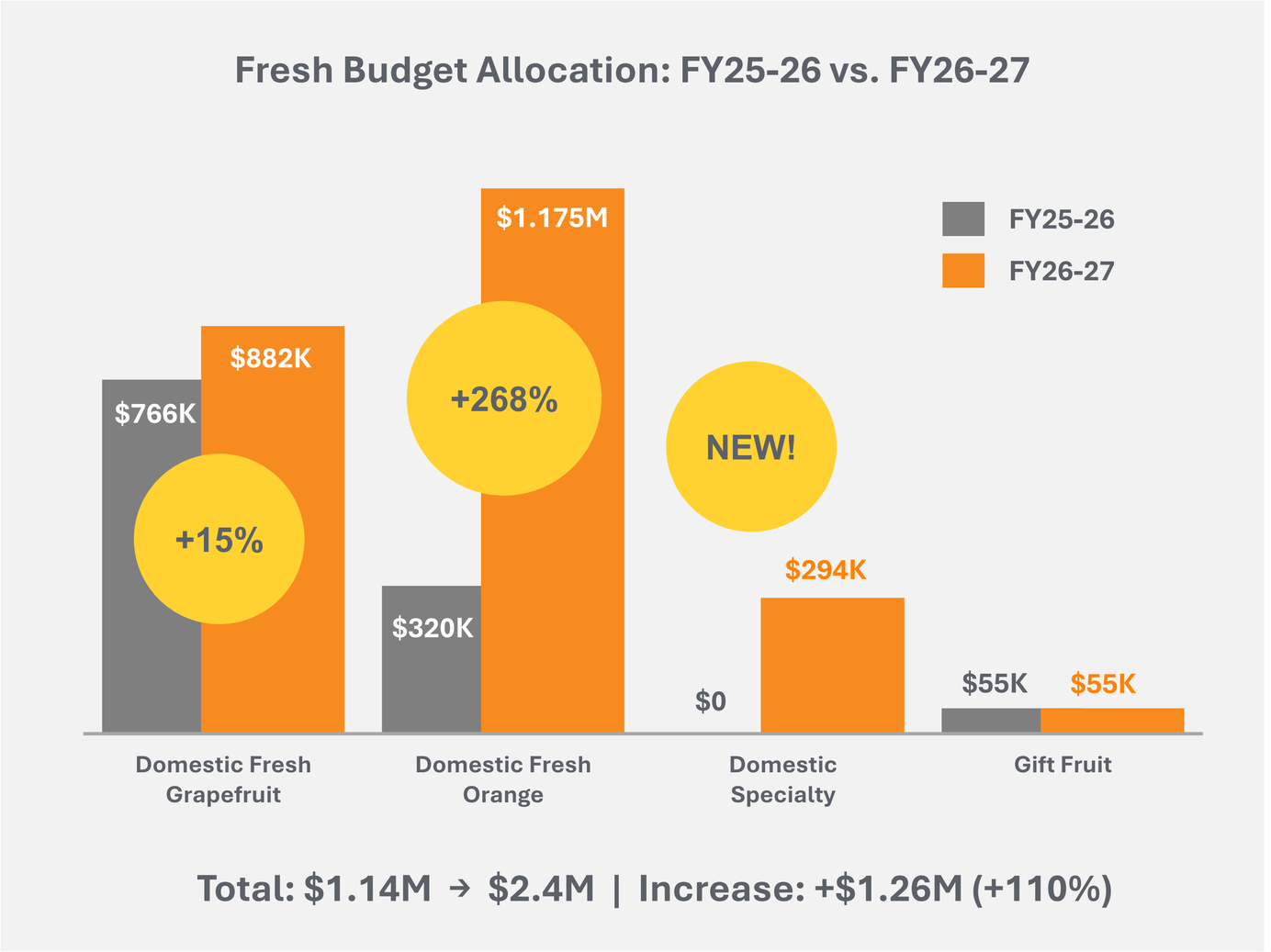
An increased allocation of over $1.26M leads to expanded programs for Fresh Grapefruit and Fresh Oranges, along with a new dedicated focus on Fresh Specialty.

KEY HIGHLIGHTS

Fresh Grapefruit: Expands to encompass a robust retail program, including consumer touchpoints like in-store sampling programs

Fresh Orange: Expands program beyond retail to include a dedicated foodservice program to inspire menu placements

Fresh Specialty: Builds a new program dedicated solely to promoting mandarins and tangerines



Global Fresh Citrus Investment

More than $2.4M of FDOC, MAP and RAPP funds allocated to Fresh Orange and Fresh Grapefruit across Pan-Europe, France, S. Korea and Canada.

International Marketing
2025-26 REVISED BUDGET BY VARIETY/FUNDING SOURCE

	TOTAL	PROCESSED ORANGE	PROCESSED GRAPEFRUIT	**FRESH ORANGE**	**FRESH GRAPEFRUIT**
Department of Citrus					
General Operations	$ 209,950	$ 60,585	$ 22,945	$ -	$ 126,420
FAS Administration	$ 84,300	$ 25,290	$ 8,430	$ -	$ 50,580
Canadian Marketing	$ 49,000	$ 17,000	$ 4,500	$ 14,000	$ 13,500
European Promotions	$ 32,500	$ -	$ 8,125	$ -	$ 24,375
Asian Promotions	$ 63,300	$ 20,650	$ 9,750	$ 3,650	$ 29,250
Subtotal DOC	$ 439,050	$ 123,525	$ 53,750	$ 17,650	$ 244,125
Foreign Agricultural Service Program					
FAS Administration	$ 45,000	$ 13,500	$ 4,500	$ -	$ 27,000
Canadian Marketing	$ 1,292,099	$ 567,099	$ 127,500	$ 215,000	$ 382,500
European Promotions	$ 765,000	$ -	$ 191,250	$ -	$ 573,750
Asian Promotions	$ 1,348,686	$ 442,000	$ 221,961	$ -	$ 684,725
Subtotal FAS	$ 3,450,785	$ 1,022,599	$ 545,211	$ 215,000	$ 1,667,975
Regional Agricultural Promotion Program (RAPP)					
European Promotions	$ 201,000	$ -	$ 50,250	$ -	$ 150,750
Asian Promotions	$ 299,000	$ 60,000	$ 44,750	$ 60,000	$ 134,250
Subtotal RAPP	$ 500,000	$ 60,000	$ 95,000	$ 60,000	$ 285,000
TOTAL INTERNATIONAL MARKETING	$ 4,389,835	$ 1,206,124	$ 693,961	$ 292,650	$ 2,197,100

Fresh Citrus Planning – Connecting with the Industry

Fresh Orange

- September
- November

Fresh Grapefruit

- August
- September
- October

Fresh Specialty

- September
- November

Fostered Industry & Retail Relationships at The Global Produce & Floral Show

Attended and featured Florida Citrus messaging and signage at The Global Produce & Floral Show this October.

THE GLOBAL PRODUCE & FLORAL SHOW

- Hosted +40 Retail RDs for Florida Grapefruit Mocktails and networking with our RD / SRD team.
- Collected details and engaged with more than 1,000 key produce industry leads and influencers at the Florida Citrus booth
- Held discussions with industry members and key targets





Fostered Industry & Retail Relationships at The Global Produce & Floral Show













Grapefruit Marketing Program Updates



FY26-27 Florida Fresh Grapefruit Plan

Core Campaign Activities & Partnerships



Creative Content Development



E-Commerce, Display & Retail Promotions



Influencer & Social Media



Media Relations & Crisis Communications

COSTCO WHOLESALE

instacart

Engage Retailers through Online & Print Industry Trade Media Placements

Outlet	Placements Overview	Sep	Oct	Nov	Dec	Jan	Feb
AndNowUKnow, The Snack	Website wraparound feature, Newsletter ad, Full-page ad	x	x	x	x		
The Packer	Onsite sponsored article, 3X Full-page print ads, Newsletter ads		x	x			
FreshPlaza	Newsletter ads in Editorial Specials: Top Fruit and Special Citrus		x	x	x	x	
Supermarket Perimeter	3X Full-page ads, 3X Newsletter ads OR 3X Native articles	x	x	x	x	x	
Produce Business	Sponsored article, Showcase directory full-page		x	x	x		
Grocery Dive	2X Custom promoted articles			x			
Supermarket News	2X Advertorials, Full-page ad in Grocery Products to Watch		x				x
The Produce News	Full-page ad and Digital promo in IFPA Global Convention issue		x				

Bringing the Florida Grapefruit Story to Trade Media

Deploying tailored media assets in key trade publications and working with media partners to develop storytelling that emphasizes Florida Fresh Grapefruit as a category to watch this season.

Both paid placements and earned media stories have hit the market starting this month, showcasing Grapefruit consumer trends and talking about CUPS.

KEY HIGHLIGHTS

- Secured earned placements with The Produce News and AndNowUKnow
- Featured paid placements in seven (7) industry outlets will go live this month, including full-page, display, site wallpaper and newsletter ads







supermarket PERIMETER

AndNowUKnow produce industry news

the SNACK Bite-Sized Info for the Produce Industry

Reaching Consumers In-Store Through Florida Grapefruit Sampling

During the season, the program will put Fresh Florida Grapefruit in the hands of target consumers.

Through in-store demos, it will build awareness, let shoppers taste Fresh Florida Grapefruit firsthand and inspire purchase this winter with messaging that will emphasize the fruit's juiciness and nutritional benefits.

KEY HIGHLIGHTS

- Planning **~850-900** in-store demos in Kroger, Whole Foods Market, Publix and Costco stores
- Targeting **December through February** for demos
- Working on final UPCs needed to schedule in-store demos

Store	Timing
Whole Foods Market	Targeting January and/or February
Publix	Targeting December and/or January
Costco Wholesale	Targeting December and/or January
Kroger	Targeting January and/or February

Retail Website: Fresh Grapefruit Articles

The dedicated retail destination within FloridaCitrus.org serves as the central hub for retailer education, seasonal planning and program engagement across Fresh Citrus.

Two strong Florida Grapefruit articles have been published to provide research-driven content and emphasis on CUPS that will help buyers make informed merchandising and purchasing decisions.



Building Awareness & Promoting Thought Leadership on LinkedIn

Florida Grapefruit will reach retailers and industry stakeholders on LinkedIn through targeted efforts.

KEY HIGHLIGHTS

- **Consistent Presence:** Increase grapefruit-focused LinkedIn content so Florida Grapefruit stays in the regular content mix
- **Paid Amplification:** Boost in-feed content to reach retailers and educate them on Fresh Florida Grapefruit
- **Educational Content:** Inform industry stakeholders about the expanded crop of premium grapefruit grown under the Citrus Under Protective Screen (CUPS) system

October Grapefruit Posts









Fresh Orange Marketing Program Updates



FY26-27 Fresh Orange Plan

Core Campaign Activities and Partnerships



Creative Content Development



LinkedIn Promotions



Trade Media Outreach



Retail Trade Advertising



Retail Webinars & ABM Campaigns



Foodservice Support & Relationship Building

PB PRODUCE BUSINESS

Progressive GROCER

GROCERY DIVE

THE PACKER

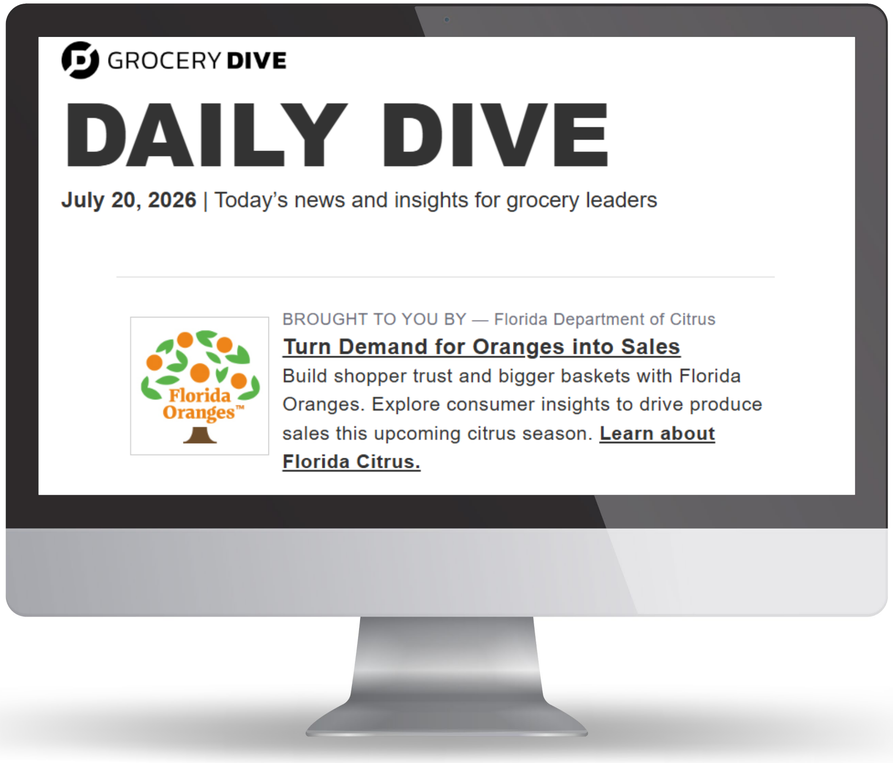
RESTAURANT DIVE

Food Business News

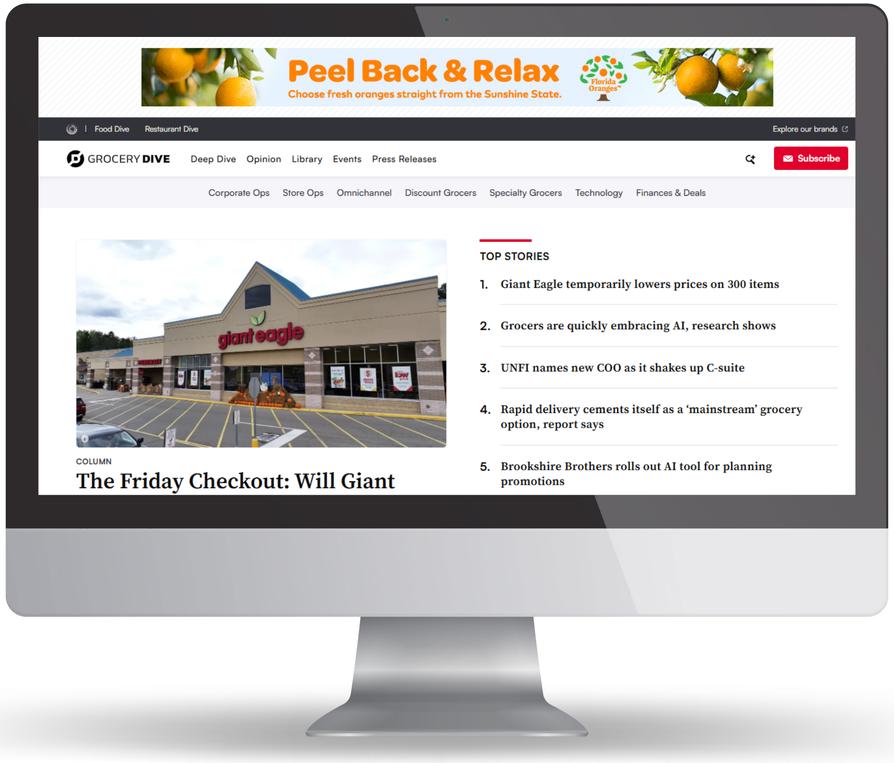
B2B Retail

Trade Media Partnership Assets (July, August)

GROCERY DIVE



Newsletter Ad Placement in Daily Dive (Grocery Dive)



Leaderboard & Native Ads on GroceryDive.com

319K
Impressions

1.14K
Link Clicks

0.32%
Newsletter CTR

Engage Retailers through Online & Print Industry Trade Media Placements

Outlet	Placements Overview	Sep	Oct	Nov	Dec	Jan
AndNowUKnow	Website wraparound feature, Newsletter ads		X	X	X	
The Packer	Onsite sponsored article, 3X Full-page print ads, Newsletter ads, 4X Site takeover		X	X		X
Supermarket Perimeter	3X Full-page ads, 3X Newsletter ads OR 3X Native articles	X	X			X
Produce Business	2-page spread, Banner Ads, Newsletter		X	X		
Grocery Dive	Promoted articles, Playbook, Webinar, Newsletter ad		X	X		X
The Produce News	Full-page ad and Digital promo in IFPA Global Convention issue		X			

Content Themes & Story Angles

The Florida Orange Advantage: A premium experience consumers are looking for, from taste to juiciness.

Seasonal Citrus Hero: Florida Oranges deliver, whether it's for trending applications or for everyday occasions.

Expanding Foodservice Engagement & Retail Trade Media Reach for Fresh Oranges

Advanced fresh Florida Orange season programming through foodservice engagement, expanded trade media partnerships and ongoing LinkedIn promotions.

PROGRAM UPDATES

- **Foodservice Engagement:** Attended the Florida Restaurant Show in October to connect with industry professionals
- **Trade Media Visibility:** Launched new partnerships and promotions in September and October
- **Social Promotions:** Sustained visibility among retail and foodservice professionals through ongoing LinkedIn content



FLORIDA RESTAURANT SHOW



Progressive GROCER

THE PACKER

FSD FoodService Director

Fresh Orange

Current In-Market Assets (Sept, Oct)



Display Ads:
The Packer (September & October)
Supermarket Perimeter (October)



Full Page Ad: The Packer (October)



Wallpaper Ad:
The Packer (October)



Domestic Florida Orange Juice Updates

FY 2026-2027 Florida Citrus: October 23, 2026

FDOC DOMESTIC OJ MARKETING CAMPAIGN

OVERVIEW

BUDGET: $12.16M

Advertising Attributed Sales Goal
$52-56 Million

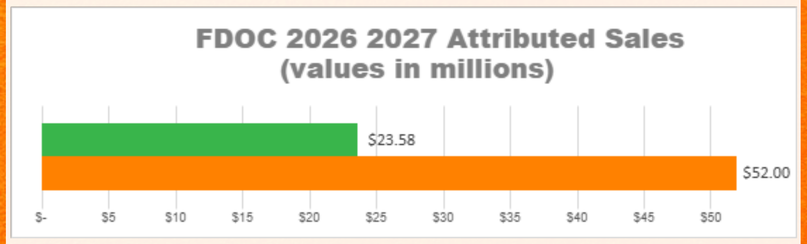
% To Goal ($52M)
45.34%

Advertising Attributed Sales
$23,579,208

FY2025-26 Annual FDOC Generic Promotion Return on Investment (ROI)*
$2.64-3.40

*Benefits of FDOC Generic Promotion on Demand for OJ, Annual ROI Study, UF-FAMRC

ATTRIBUTED SALES



ATTRIBUTED SALES BY PARTNER

Criteo**	Instacart	Walmart	Performance Marketing
$1,502,122	$4,273,823	N/A	$17,803,263

AUDITED POST ESTIMATE

(Week-ending March 28, 2026)

Early/Mid-Season
No Estimate for 25-26

Valencia
$2.77977

Grapefruit
White: No Estimate for 25-26
Red/Pink: $3.75000 (Final)

Average Price Per Pounds Solids

CROP FORECAST

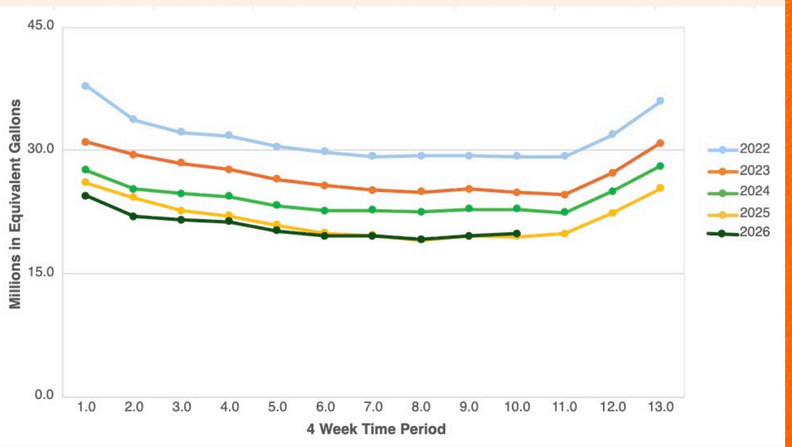
(October 2026)

Florida Oranges
10 Million Boxes

Florida Grapefruit
1.3 Million Boxes

Florida Specialty
450,000 Boxes

U.S. TOTAL OJ VOLUME SALES



TOTAL U.S. – XAOC SYTD 2025-26 IN GALLONS

(SYTD – October 3, 2026)

REGION	GALLONS	PRICE PER EQ
South TL OJ	117,368,189	$11.51
Midwest TL OJ	56,866,624	$11.69
West TL OJ	50,842,082	$11.88
Northeast TL OJ	50,605,011	$12.67
TOTAL U.S. TL OJ	275,557,855	$11.83

FDOC CITRUS JUICE STATISTICS

Florida Processors' Statistics Report Summary (Oct-Sep)
Season-to-Date Packaged and Bulk Movement
W/E October 3, 2026, Processors' Statistics Report #53

	2024-25	2025-26	% CHANGE
SSOJ (NFC) (Millions SSG)	268.3	266.6	-0.7%
FCOJ (Millions SSG)	218.3	182.4	-16.4%
SSGJ (NFC) (Millions SSG)	8.7	8.5	-2.7%
FCGJ (Millions SSG)	1.1	1.3	11.1%

*Data Source: 2022-2026 FDOC Custom Database – Nielsen Answers on Demand (AOD) and Nielsen IQ Discover

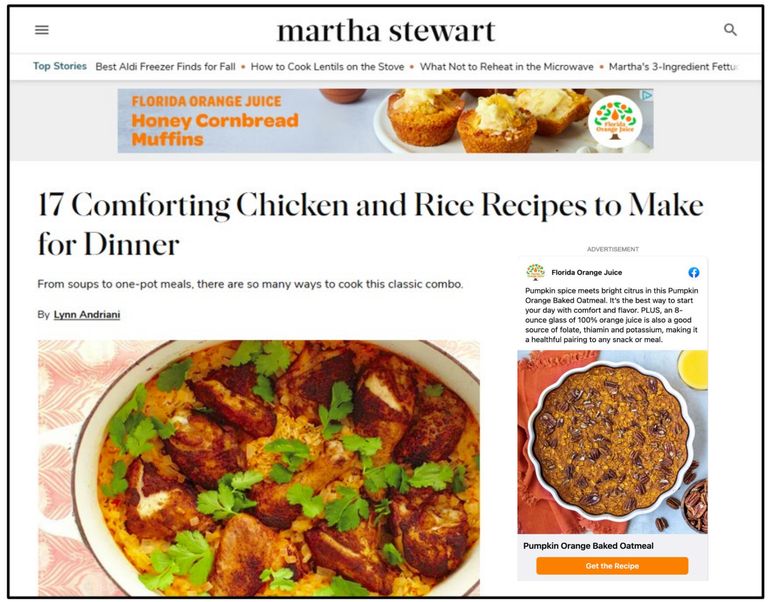
**Includes these retailers: Albertsons, Meijer, Walgreens, Shipt, Weis Markets, Giant Eagle, Fresh Direct, BJ's

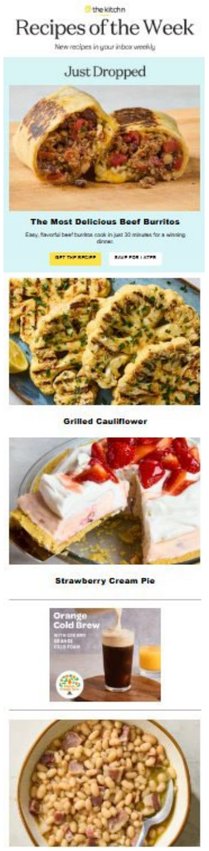
Driving Demand for Florida Orange Juice

Strengthened Florida Orange Juice demand through a diversified, full-funnel media strategy, refreshed fall creative and expanded retail coverage.

KEY HIGHLIGHTS

- Generated $17.4MM in attributed sales through September, bringing us to 33% of our goal with a $20.57 average ROAS
  - At the current pace, the campaign should reach the stretch sales goal of $64MM
- Introduced fall seasonal display ads and ecommerce retailers including BJ's and Giant Eagle
- Negotiated a value-added homepage placement with Walmart Connect (launches 1/12/27 for one day) to support immunity campaign awareness





$17M Attributed Sales	**86M** Impressions	**671K** Purchases
$20.57 Average ROAS	**97%** VCR	**372K** Clicks

True Originals is Driving Measurable Momentum

Zeta brand lift study | February 1 – June 15, 2026

+21 pts

Purchase Intent

30% control → 51% exposed

+24 pts

Original Wellness Drink Belief

22% control → 46% exposed

+24 pts

Health Benefit Perception

34% control → 58% exposed

ROAS: $13.02

Attributed Sales Return

Current creative is strengthening consumers' intent to purchase and belief in the wellness value of 100% orange juice.

Source: Zeta, FDOC BLS Insights, July 2026, pp. 5, 8 and 22. Lift reflects exposed vs. control survey responses;.

THE BUSINESS CASE

Why We Test Creative Before Production

Better creative can increase the value of every media dollar.

30%

Kantar estimates creative quality contributes to advertising-driven sales.

4X

Kantar/WARC found the most creative and effective ads generate more than four times as much profit.

Testing helps evaluate ideas before major production and media investments are committed.

Industry findings, not projected FDOC outcomes. Sources: Kantar, “How KFC Integrated Creative Quality…” and Kantar/WARC, “The art of proof,” 2025.

THE RESEARCH APPROACH

What Our Testing is Designed to Answer

Validate the work and identify targeted refinements before filming.

PRODUCT CLARITY

Do consumers recognize that the advertising is for 100% orange juice?

FLORIDA CONNECTION

Is the origin clear, and what does it add to the message?

WELLNESS MESSAGE

Do viewers understand the intended benefit of each execution?

APPEAL AND CONSIDERATION

Is the work relevant, believable and motivating?



Testing informs creative optimization; it does not predict actual future sales.

CONCEPT TESTING METHODOLOGY

600 consumers. Four creative concepts.

A structured pre-production read among modern juice consumers (recent and lapsed purchasers)

600

Respondents ages 25–55

150

Consumers per concept

15 sec

Animatic per execution

Each participant saw one concept. Unaided recall was captured after one viewing; diagnostics followed a second viewing.

Source: FDOC Creative Concept Message Testing, October 8, 2026, p. 7; fielded September 25 – October 2.

STORYBOARD

Performance

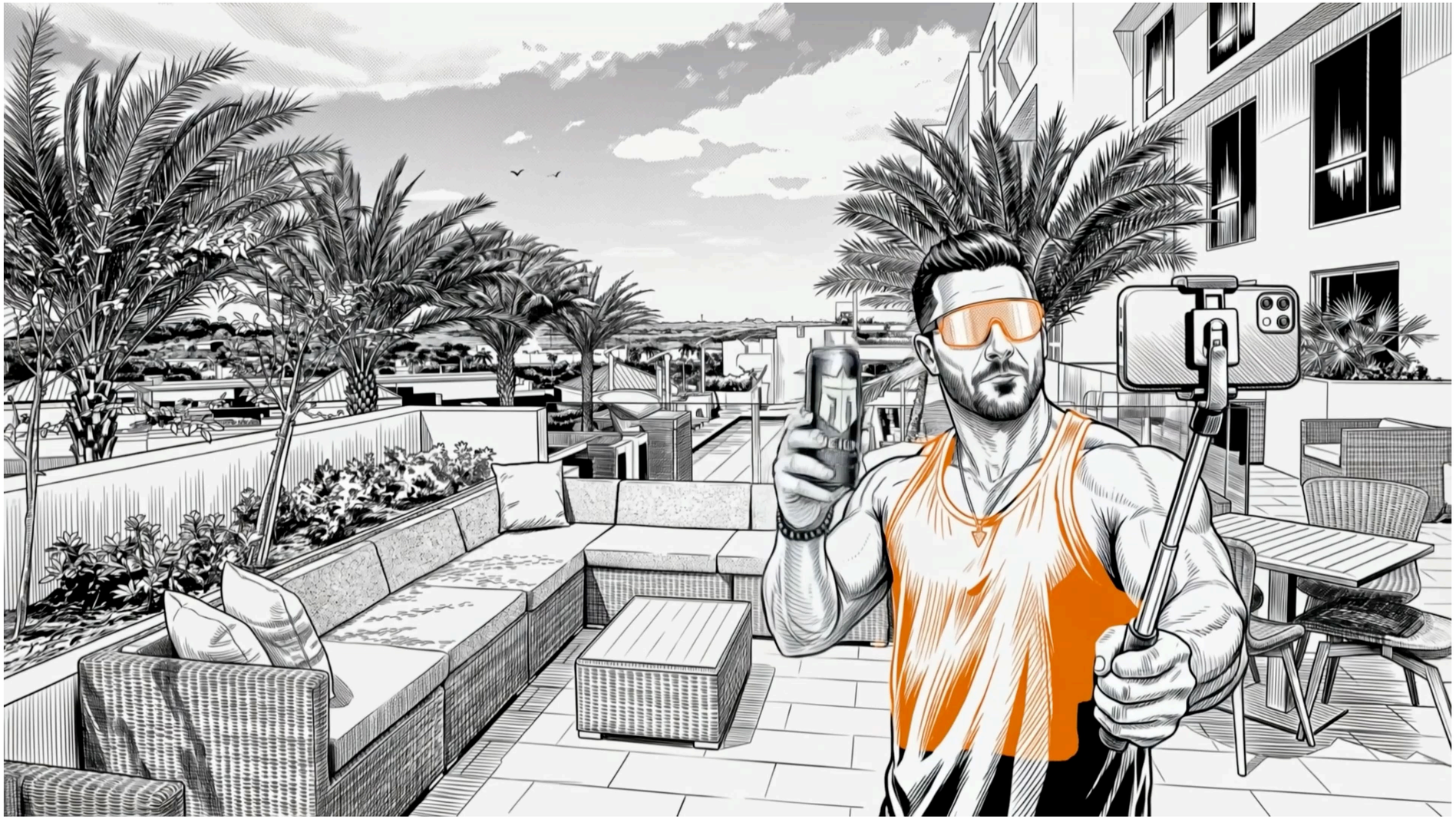
Natural electrolytes/physical recovery



STORYBOARD

Clean/Natural

No added sugar/useful nutrients



STORYBOARD

Daily Reset

Daily pause/reset



STORYBOARD

Daily Ritual/Family Immunity

Daily family routine/immunity support



CONSUMER TESTING RESULTS

Strong Appeal Across All Four Concepts

More than eight in ten respondents found each ad appealing.



51% – 57% rated each concept “very appealing.”

Results above 60% indicate readiness to move forward.

Source: FDOC Creative Concept Message Testing, pp. 16, 34, 52, 70, 86; n=150 per concept.

UNAIDED RECOGNITION

Consumers Recognize the Product

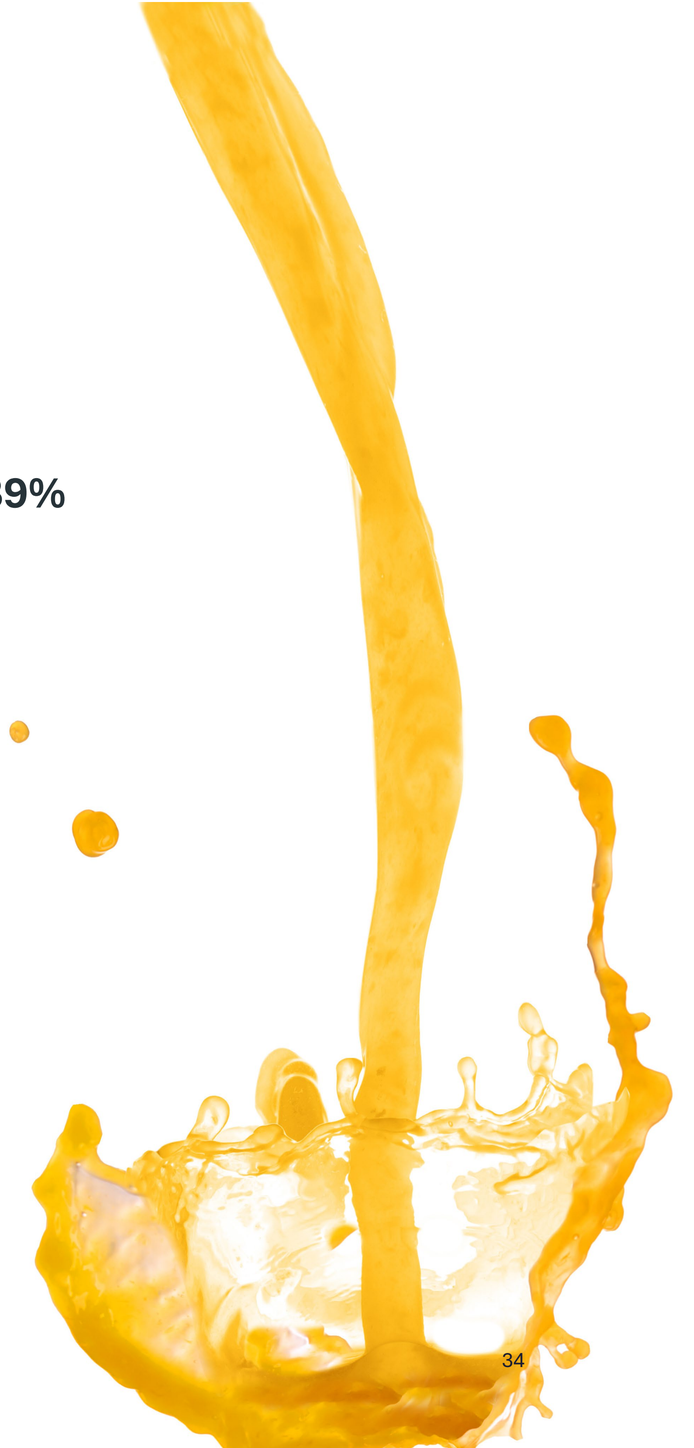
The first-viewing recall results confirm that orange juice is understood.



Florida OJ and General OJ Responses

Florida-specific recognition was 73% for Daily Reset and 66% for Performance.

Source: FDOC Creative Concept Message Testing, pp. 83–84. Combined categories shown; other OJ codes not included. Open-ended, AI-assisted coding.



MESSAGE TAKEAWAYS

Each Creative Delivers Its Intended Message

The concept-specific message was the leading selected takeaway in every case.





Family Immunity deliberately prioritizes the wellness message over Florida origin.

Source: FDOC Creative Concept Message Testing, pp. 15, 33, 51, 69, 85. Forced-choice strongest-message measure.

FLORIDA DIFFERENTIATION

Florida Origin Adds Meaningful Value

The Florida designation is a reason to choose orange juice.

81–90%

Prefer Florida Orange Juice to an otherwise identical orange juice option.

67–77%

Say Florida strengthens their reaction to the advertising.

Florida evokes quality, freshness and origin, complementing the core wellness message.

Source: FDOC Creative Concept Message Testing, pp. 5, 18–19, 36–37, 54–55, 72–73. Stated preferences and agreement, not behavior.

PURCHASE CONSIDERATION

The Creative Provides Reasons to Choose Florida Orange Juice

Purchase interest is consistently high after exposure.



81–88% say they probably or definitely would choose 100% orange juice.

Source: FDOC Creative Concept Message Testing, pp. 22, 40, 58, 76, 89. Stated future consideration, not measured purchase or sales lift.

FROM INSIGHT TO PRODUCTION

Testing Helps Us Strengthen the Finished Spots

Focused refinements preserve the ideas while sharpening communication.

PERFORMANCE	Clarify that electrolytes occur naturally; make the after-activity moment clear.
CLEAN/NATURAL	Connect no added sugar with specific nutrients; avoid implying sugar-free.
DAILY RESET	Strengthen the link between taking a break and the benefit of the juice.
FAMILY IMMUNITY	Keep immunity and family routines central; Florida was intentionally secondary.

The research supports moving into production with targeted enhancements.

Source: FDOC Creative Concept Message Testing, pp. 4–5 and individual concept findings.

Tampa’s Limited Time Offer Launch Builds Local Momentum

The first of four limited-time offers (LTOs) launched in Tampa on October 6–7 with a kickoff event, followed by a two-week promotion across six local venues.

KEY PARTNERSHIP HIGHLIGHTS

- **Official Launch:** Tampa Bay Hockey Club kickoff with custom Florida Orange Juice menus
- **Six Venues:** Spaddy’s Coffee Co., Chef & The Baker, Café Clementine, Tea at Rialto’s, Grove Surf Café and Palmette Brasserie
- **Influencer Engagement:** Partnering with local Tampa influencers amplify the drinks and locations
- **Local Media Outreach:** Engaged Tampa Bay media to amplify awareness of the launch and promotion
- **Amplified with Local Broadcast**: Segments with WTSP and WFLA featuring a registered dietitian and LTO recipe demo







500+ Kick-Off Event Attendees	**850+** Samples of FLOJ Mocktails	**3.1M** Broadcast Reach
125+ Raffle Entries	**6** Participating LTO Locations in Tampa	**46K** Social Reach

Tampa Bay Lightning Bolt Run

As part of the FY 2026–27 partnership with the Tampa Bay Lightning, FDOC kicked-off its season-long activation efforts in October, bringing Florida Orange Juice to Lightning fans and the Tampa community.

A key community activation will be the 26th annual Bolt Run on November 7, promoting hydration, performance and the benefits of 100% Florida Orange Juice.

KEY PARTNERSHIP HIGHLIGHTS

- **October Partnership Kickoff:** Launched with a Ford Thunder Alley activations on October 17
- **Bolt Run Participation:** FDOC will serve as a participating partner of the November 7 Bolt Run, with a booth activation space for pre- and post-race engagement
- **Event Happenings:** Co-branded Florida Orange Juice and Tampa Bay Lightning merch and giveaways during all event. Plaza games and messaging tied to hydration and performance, with sampling.
- **Season-Long Visibility:** Additional exposure through in-arena branding, digital integrations and a dedicated FDOC presenting night

Powered by

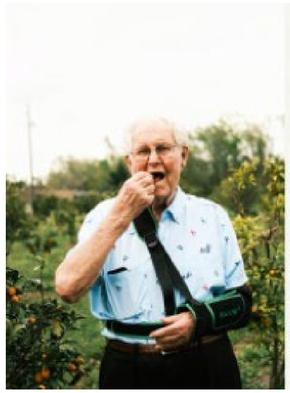
Florida Orange Juice™

Upcoming Grower Shoot

This year’s grower shoot will open the door to new content that elevates the people behind Florida citrus while expanding FDOC’s library of grove and CUPs facility imagery. The shoot will connect multigenerational grower stories with visual examples of the industry’s investment in rebuilding and innovation.

UPCOMING PHOTOSHOOT UPDATES

- **When and Where:** November 4-5, 2026 at Golden Ridge Groves, Wheeler Farms and Beck Brothers Citrus
- **Content Priorities:**
  - Grower interviews on family legacies, industry challenges and rebuilding efforts
  - Photo and video of groves and CUPS facilities, including drone, close-ups and grower action
  - Horizontal and vertical assets for media, social and web
- **Team:** Indie Atlantic Films (video) and Josh Letchworth (photography), both with strong Florida agricultural experience






Taking Florida Orange Juice Beyond the Glass at FNCE 2026

Showcased the nutritional benefits and culinary versatility of 100% orange juice at the nation's largest gathering of food and nutrition professionals, reinforcing its role in everyday nutrition.

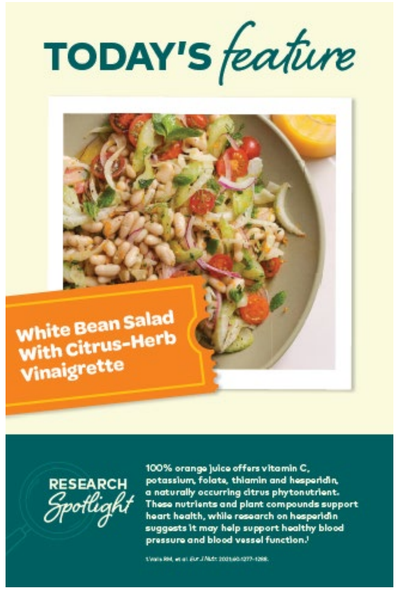
FOOD AND NUTRITION CONFERENCE & EXPO

- Demonstrated culinary versatility through five on-site samplings, inspiring new ways to incorporate Florida Orange Juice into everyday meals and snacks
- Equipped health professionals with practical resources through the launch of a new Culinary Toolkit and science-backed nutrition education materials to support patient conversations
- Extended reach of key nutrition messages and strengthened relationships through FLOJ Squad social content and meaningful interactions with nutrition professionals













International Marketing October FCC Update



FY26-27 International Programs at a Glance

Market	Fresh Grapefruit	Grapefruit Juice	Orange Juice	Fresh Orange	MAP	RAPP	FY26-27 Total
Pan-Europe (UK, Belgium, Sweden)	X	—	—	—	$290,000	$100,000	$390,000
France	X	—	—	—	$475,000	$101,000	$576,000
South Korea	X	X	X	—	$877,600	$200,000	$1,077,600
Canada	X	X	X	X	$1,292,099	—	$1,292,099
Total					**$2,934,699**	**$401,000**	**$3,335,699**

International In-Flight Program: Fresh Citrus, Florida Orange Juice & Grapefruit Juice

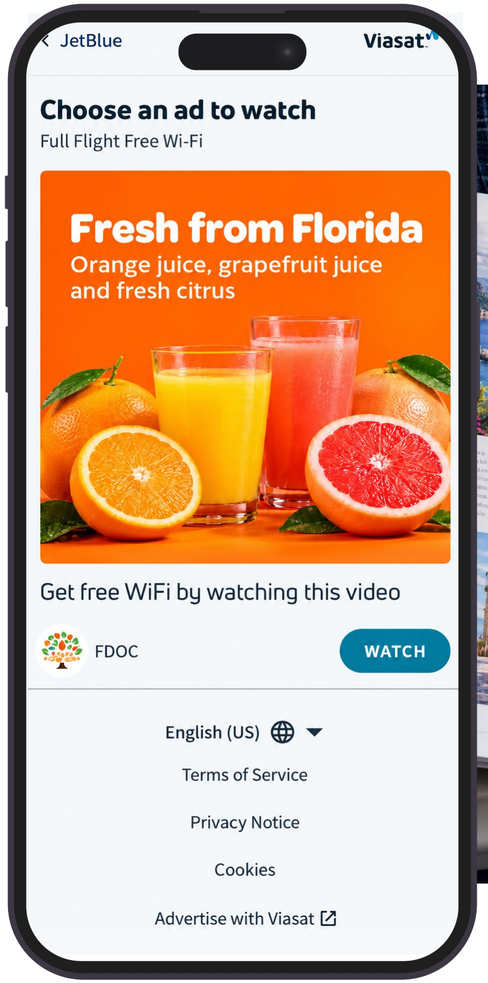
Bring Florida Oranges and Grapefruit, and Florida Orange Juice and Grapefruit Juice to international travelers through in-flight advertising that builds awareness throughout their travel journey.

KEY PARTNERSHIP HIGHLIGHTS

Digital: Route-specific ads serving Canada, the UK, France, and South Korea

Print: In-flight magazine ads on Japan and South Korea flights

Creative: Custom video and print advertisements showcasing fresh and juice





Pan-Europe

Florida Grapefruit
United Kingdom, Belgium & Sweden



2026 – 2027 INTERNATIONAL PLANS

Pan-Europe Focus & Core Activities

OBJECTIVES

Build interest among importers and retailers ahead of the season, keeping Florida Grapefruit under consideration for future sourcing while maintaining consumer awareness through timely activations.

AUDIENCES

- Fresh produce importers and retailers in the UK and Europe
- UK and Belgian consumers



Pan-Europe

PLAN A Florida Grapefruit available in market

United Kingdom (MAP)

Waitrose Promotion: Recipe card, one-day sampling in 50 stores, Instagram post and Florida-branded multipack packaging.

Social Media, December–March: Paid media, competitions, influencers and recipe content; promotes availability at Waitrose

Trade Advertising: Fresh Produce Journal, Eurofruit and FreshPlaza, April–June

Belgium (RAPP)

Social Media, December through March: Promoting availability in Colruyt Group stores

Influencer Recipe Content in January and February

Retailer Magazine and Brochure Ads in January and February

FDOC Belgium Website Creation

PLAN B No Florida Grapefruit in UK or Belgium

United Kingdom (MAP)

Trade Activities and Advertising: Fresh Produce Journal, Eurofruit, FreshPlaza and Fruitnet ads plus interviews, press materials and media pitching, April through June

Website Updates: CUPS content; New recipes (air-fryer recipes, etc.)

Social Media Maintenance: 3–4 posts per month, January through June, featuring Florida growers, production and CUPS

UK Recipe Booklet: Recipe booklet with 10 recipes by Chef Peter Sidwell; air-fryer grapefruit recipe development

Belgium & Sweden (RAPP)

Belgium Social Media Maintenance: 2–3 posts per month, January–June

FDOC Belgium Website Creation

Sweden: Consumer research to inform planning for the projected return of Florida Grapefruit in 2027-28

France

Florida Grapefruit | Lowe Strateus



France

France: Focusing on Trade & Chefs

OBJECTIVE

- Rebuild momentum for Florida Grapefruit
- Connect with B2B stakeholders to drive awareness of Florida Grapefruit
- Generate awareness through timely activations during peak seasons focusing on Florida Grapefruit’s superiority

TARGET AUDIENCE

- **Consumers:** aged 25–50, high social professional category
- **Media:** lifestyle, food & beverage, generalist and trade media/influencers
- **Trade:** retail chains and their network



2026 – 2027 INTERNATIONAL PLANS

France 2026 - 2027 Key Activities

TRADE & FOODSERVICE

Rungis Market

8 sampling days with hostesses (4 days the week of January 18; 4 days in early February) plus 64 advertising panels for 7 days in February

Regional Wholesale Markets (M.I.N.)

7-day outdoor campaign in 17 markets, up to 148 panels, alongside Rungis

LSA

Sponsored article on the retail trade site with 150,000 guaranteed impressions in January and February supported by paid media

Le Chef Online

Foodservice brand content online plus a newsletter to 10,000 subscribers

Chef Masterclass

Hosting event in mid-January with respected chef engaging with 3–5 additional experts

LinkedIn Test

Ads to buyers, importers and wholesalers around Rungis dates



2026 – 2027 INTERNATIONAL PLANS

France FY2026 - 2027 Key Activities

MEDIA & CONSUMER

Chef Partnership & Press Kit (RAPP)

- 8 recipes by culinary stylist Astrid Fronteau
- Hosting a shoot in December to capture content
- Engaging with 500 journalists in early January with outreach through April

Influencer Engagement (RAPP)

- Partners with 2 creators to develop 6 videos (3 recipe, 3 nutrition) produced in January with paid amplification

Social Engagement – Instagram and Facebook

- Develop 102 organic and 68 paid posts; "Florida goes Frenchy" recipe series;
- Activate two Instagram giveaways during late January and February



South Korea

Florida Grapefruit, Grapefruit Juice, and Orange Juice



2026 – 2027 INTERNATIONAL PLANS

South Korea: Two Product Plans

Florida Grapefruit

OBJECTIVE

- Increase trade and consumer awareness, loyalty and purchase of Florida Grapefruit
- Maintain marketplace presence and grow market share

CONSUMERS

- Women in their 20s – 40s and men in their 20s – 30s; health-conscious, trend-sensitive, value-minded, active online shoppers

Florida Orange Juice

OBJECTIVE

- Position Florida as the preferred source of 100% orange juice
- Increase awareness, loyalty and market share for Florida Orange Juice

CONSUMERS

- Women in their 20s–40s and men in their 30s–50s; upper-middle-class, health-conscious, trend-sensitive, active online shoppers

2026 – 2027 INTERNATIONAL PLANS

South Korea Fresh Grapefruit and Juice

FLORIDA GRAPEFRUIT & GRAPEFRUIT JUICE

Activity	Details	Timing
Social Media	Facebook and Instagram; Paid and Organic Content; Content Creation	Year-round
Media Relations	Freelancer Partnership; Media Monitoring, Press Release	Year-round
Agency Educational Tour	Firsthand Experience in the Grove, Packinghouses, Juice Processing Facility	November
High-end Foodservice	Banyan Tree Club and Spa Hotel (GFJ); Anniv Bakery (GFJ); 2 Partners TBD	August – November January – March
Retail Promotions	Costco Korea (GFJ); Greating (GF)	August – September January – February
Chef Seminar	Executive Chefs and R&D Culinary Managers	January – February
Cooking Workshops (RAPP)	Chef or Culinary Brand Partner With Influencers	December – February
Influencers (RAPP)	3 Programs Linked to Foodservice Promotions	Year-round

2026 – 2027 INTERNATIONAL PLANS

South Korea Florida Orange Juice

FLORIDA ORANGE JUICE

Activity	Details	Timing
Social Media	Custom Content Across Facebook and Instagram	Year-round
Media Relations	Freelancer Partnerships, Media Monitoring, Press Release	November
High-end Foodservice	Jaein and 3 Additional Partners; Partnership with U.S. Cooperator	October – May
Online Retail	Display Ads, Ecommerce Engagement Partners TBD: Costco Korea/E-mart Mall	October – May
Cooking Workshops	Two Consumer and Influencer Workshops Hands on Activity With High End Chef/Brand	October; April
Costco in-store Sampling (RAPP)	Sampling Booths at Costco Korea Branches	October; April
Influencers (RAPP)	Instagram Content Tied to Retail Promotions	October; May

Canada

Florida Grapefruit, Florida Oranges,
Florida Orange Juice | Porter Novelli



2026 – 2027 INTERNATIONAL PLANS

Canada: Focus and Audience

FLORIDA GRAPEFRUIT & FLORIDA ORANGES

Objective:

- Increase trade and consumer awareness, loyalty and purchase of Florida Citrus
- Maintain marketplace presence and lay the groundwork for increased market share

Consumers:

- For Grapefruit: Promote the premium flavor and quality and deepen engagement with current buyers. Introduce it to the Gen Z, <35 buyer looking for the unexpected, edgy yet versatile ingredient
- For Oranges: Drive consumer purchase through retail relationships and online engagement

FLORIDA ORANGE JUICE

Objective:

- Position Florida as the preferred source of 100% orange juice, emphasizing health benefits
- Increase awareness, loyalty and market share for Florida Orange Juice

Consumers:

- Millennial parents (Moms + Dads); Gen Z <35 buyer
- Canadians' grocery carts are influenced most by value and price

2026 – 2027 INTERNATIONAL PLANS

Canada Key Activities & Timing

FLORIDA ORANGE JUICE

Activity	Details	Timing
Social Media	Custom content across Facebook, Instagram and Pinterest	Year-round
Media Relations	Boost awareness through media partnerships, sponsored content	November – May
Chef-led Media and Influencer Event	Two Chef-led media and influencer events to showcase the culinary versatility of FL OJ	December; March/April
Influencers (RAPP)	Engage and sustain influencer partnerships to enhance social media engagement	October – May
RD Event	Engage a mix of the Registered Dietitians (friendlies and new)	January
Website	Add new and exciting recipes developed in partnership with influencers	Year-round
Issues Preparedness	Proactively monitor, analyze and respond to emerging issues	Year-round

Chef-Led Media & Influencer Event

- Celebrate Florida Orange Juice as the iconic, familiar taste that connects generations
- Demonstrate how it can be enjoyed beyond the glass
- Chef Eric will engage media and influencer attendees through culinary creations, storytelling and 100% orange juice messaging
- Attendees will enjoy a custom mocktail and three signature dishes



2026 – 2027 INTERNATIONAL PLANS

Canada Key Activities & Timing

FLORIDA GRAPEFRUIT & FLORIDA ORANGES

Activity	Details	Timing
Social Media	Custom content across Facebook and Instagram	Year-round
Media Relations	Boost awareness through media partnerships, sponsored content	January – March
Grapefruit Wellness Experience	An immersive sensory event for influencers and media: Hosted in partnership with wellness and beauty authority The Kit at The Trove Spa	January – February
Influencers (RAPP)	Instagram content tied to retail promotions	January – March
Retail In-store Sampling (RAPP)	Sampling and demos at key retailers	January – March
Retail Lunar New Year Themed Box	Offering to interested repackers to sustain retail momentum with a premium Florida Citrus box	January – February
Website	Add new and exciting recipes developed in partnership with influencers	January – March

Florida Grapefruit Lunar New Year Box









Thank You

Questions and discussion