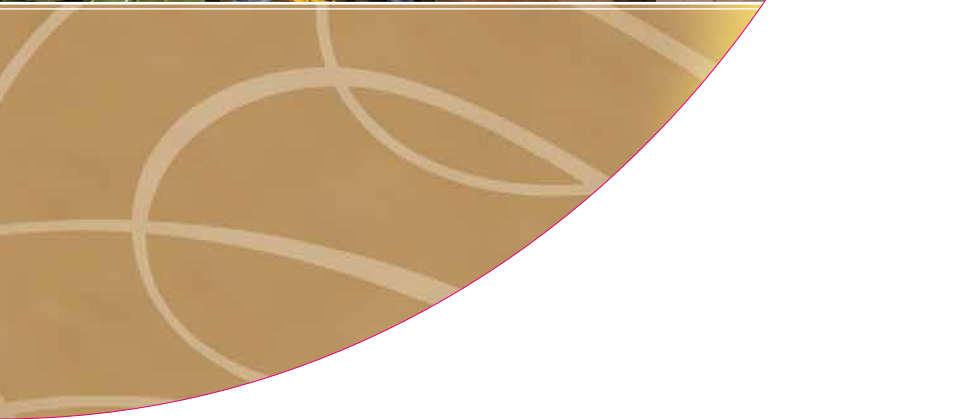



IT LOOKS LIKE A LEMON,
BUT IT'S SO MUCH MORE

INTRODUCING
DANDY® MEYER LEMONS
SALES KIT





This is the Lemon Your Customers Want

WHY DANDY® MEYER LEMONS?

One great squeeze

- Meyer Lemons have a tangy sweet flavor
- They tend to be rounder and juicier than other lemons
- Their smooth thin skin is slightly sweet, a delicious addition to many dishes
- Handpicked and shipped fresh with very little storage time resulting in fresher, longer lasting Meyer Lemons

*"I could eat one—skin, seeds,
and all—like an apple...it tastes
that good." **Sunset Magazine***

The back story

- Dandy® Meyer Lemons are a produce of the USA, grown in California, and are available in season from October - March
- Meyer Lemons are a hybrid believed to be a natural cross between lemons and the mandarin orange
- They are named after F.N. Meyer, an agricultural expert who encountered these lemons in 1908 during an expedition to China

Dream ingredient loved by Chefs and Foodies!

- Meyer Lemons share properties of both lemons and oranges
- They can enliven both sweet and savory foods
- Consumers are looking for rich flavors, and fresh, wholesome ingredients. Meyer Lemons are the perfect fit!
- Use them to brighten a chicken or pasta dish, or to infuse a dessert with sparkling flavor

Health front

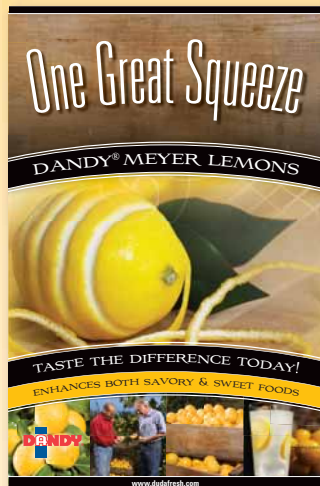
- The juice from a medium lemon fulfills over half the daily requirements for Vitamin C, while containing only 17 calories
- Using Meyer Lemons for a perfect balance of sweet and tart means you can use less sugar, 1/3 less on average, when making your favorite recipe



Build It & They Will Buy It

MERCHANDISING MADE EASY

Increase awareness and drive trial with a variety of point-of-sale items, samples below.



11x17 POS Sign



11x7 sign with topper and recipe tear pad



Shelf talker



Consumer takeaway recipe booklet with convenient display box

Dandy® makes it easy for you to advertise—ad slicks are available on Kwikiee or by request

Meyer Lemon Case Pack Info:

- 18 x 1 lb. bags
60 per pallet / 5 tie, 12 high
UPC: 073150410012
- 12 x 1 lb. bags
90 per pallet / 9 tie, 10 high
UPC: 073150410012
- 9 x 2 lb. Clamshells
60 per pallet / 5 tie, 12 high
UPC: 073150162027
- 6 x 4 lb. Clamshells
60 per pallet / 5 tie, 12 high
UPC: 073150510040



Bulk cartons are also available:

Full cartons, ½ cartons, 5 and 10 lb. consumer cartons

Availability in California

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
●	●	●							●	●	●



2 lb. Clamshell



4 lb. Clamshell



2 lb. Master Pack



4 lb. Master Pack

For more info, please visit
www.DudaFresh.com



Everyone from Martha to Bobby Flay is Cooking with Meyer Lemons

MEYER LEMONS IN THE MEDIA



Media campaign reached over
31 MILLION
consumers

Estimated readership print
11,017,422

The Washington Post *The Boston Globe*
San Francisco Chronicle

Online stories resulted in over
20 MILLION
unique views

America Online  *epicurious* *iVillage*

Meyer Lemons food blogging
IS UP 179%
from last year

MAGAZINE MANIA

EVERYDAY  *FamilyCircle*
with RACHAEL RAY

"I love Meyer Lemons."
Martha Stewart



Recipes For Your Customers

LINGUINE & SHRIMP WITH CREAMY MEYER LEMON SAUCE



YIELD: 4 SERVINGS

- 1 package (12-ounce) linguine**
- 8 ounces uncooked peeled and deveined large shrimp**
- 3/4 teaspoon salt, divided**
- 3/4 teaspoon black pepper, divided**
- 1 tablespoon olive oil**
- 1/3 cup thinly sliced radishes**
- 1/4 cup thinly sliced scallions (green onions)**
- 1 cup heavy cream**
- 1/4 cup grated Parmesan cheese**
- 2 tablespoons Meyer Lemon juice**
- 2 teaspoons grated Meyer Lemon zest**
- 2 tablespoons chopped fresh dill**

Cook pasta as package directs for al dente pasta. Season shrimp with 1/4 teaspoon each of the salt and pepper. In large non-stick skillet over medium high heat, heat olive oil. Cook shrimp, stirring occasionally, until barely cooked through, 2 to 3 minutes. Stir in radishes and scallions; set aside; cover to keep warm. Drain pasta, reserving 1/2 cup of the pasta water. In pasta pot, combine heavy cream, cheese, Meyer Lemon juice and zest, and remaining 1/2 teaspoon each of the salt and pepper. Add pasta and shrimp; toss gently. Add reserved pasta water to thin sauce, if needed. Serve sprinkled with dill.

"Meyer Lemons are the angels of the citrus world!" **Donia Bijan, chef**

Recipes For Your Customers

FROZEN MEYER LEMON CUPS



YIELD: 4 SERVINGS

4 Meyer Lemons

1 can (14 ounces) sweetened condensed milk

1/2 cup heavy cream

To prepare as photographed*: Grate enough peel from the bottom of each lemon to make 2 teaspoons zest; set aside. Cut lemons about 1-inch from the tops. With a small sharp knife, loosen pulp from the peel; pull out pulp; place in strainer over bowl. Remove any pulp remaining in shells; add to strainer. Place Meyer Lemon shells in a snug fitting container, gently press shells down to flatten bottoms so they stand straight. With a large spoon, press out as much juice from pulp as possible (makes about 1/2 cup). In a medium bowl, whisk together sweetened condensed milk, reserved lemon juice and 2 teaspoons zest; set aside for 5 minutes. Meanwhile, in bowl, beat cream just until stiff peaks form; fold into lemon mixture. Spoon mixture into lemon cups, reserving about 1/2 cup. Freeze cups until lemon filling is firm, about 30 minutes. Swirl remaining filling on top of each cup. Garnish with grated lemon zest and serve with raspberry sauce**, if desired. Frozen Meyer Lemon Cups can be prepared in advance and kept frozen for 1 week if tightly wrapped with foil.

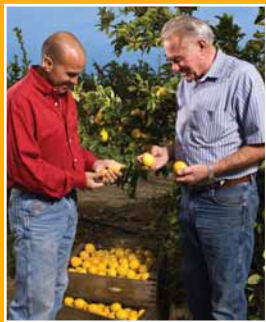
**Alternatively, to serve Frozen Meyer Lemon filling in small ramekins, dessert dishes or teacups squeeze and strain juice from Meyer Lemons (makes about 1/2 cup). Prepare filling following above directions. Spoon filling into desired dishes; freeze until firm.*

*** To prepare Raspberry Sauce: Puree 1/2 cup fresh or frozen raspberries; strain. Sweeten with 2 teaspoons sugar and orange flavored liqueur, if desired.*

*"The Meyer Lemon is a furiously addictive fruit." **LA Times***

Growing for Future Generations & Innovating for Produce Perfection

DUDA FARM FRESH FOODS: OUR VISION



Started by Andrew Duda five generations ago in a 40-acre celery field in Florida, we have grown into a single-source, full-service purveyor of fresh fruit and vegetables with farming operations across the United States and grower alliances around the world. Fueled by a passionate vision to provide people with farm fresh products at an affordable price, Andrew wanted to offer produce that tasted as if it were grown in their very own garden. Today, over 80 years later, our extensive grower alliances help fulfill our founder's dream. Dresick Farms, our alliance grower, cultivates Meyer Lemons in the heart of the fertile San Joaquin Valley of California. These handpicked Meyer Lemons are packed fresh daily during season and delivered fresh to our customers throughout North America, Europe and Asia.

Our diversity, commitment to quality and innovation enable us to anticipate market demands and meet our customers' needs for farm-fresh fruits and vegetables.





CONTACT US

By Mail:

Duda Farm Fresh Foods

Attn: Consumer Affairs

PO Box 620257

Oviedo, FL 32762

By Phone:

(866) 669-8166

By Fax:

(559) 627-3665

Email:

sales@duda.com

www.dudafresh.com