



# Winter Sweetz™ Grapefruit (USA)



## The Challenge

The grapefruit category was in long-term decline. Consumers found grapefruit confusing (taste, selection, “good vs bad fruit”). A deep-pocketed competitor entered the market, threatening Lone Star Citrus’s multi-generational business. Without change, the category — and Lone Star’s future — was at risk.

## The Strategy

Through consumer insight, we identified “seasonal and origin confusion” as the barrier, as both impacted grapefruit flavor. We reframed Lone Star’s Texas grapefruit through simple, persuasive brand storytelling:

- Developed new consumer brand: \*Winter Sweetz™\*.
- Positioned around key consumer cues: \*sweet, tree-ripened, winter = peak taste\*.
- Designed packaging and communication to eliminate confusion and highlight enjoyment.

## Strategic Actions:

- Introduced consistent messaging on packs and in marketing.
- Built new consumer territory around “winter” (local advantage in Texas).
- Engaged retailers and buyers with a clear, differentiating story.

## The Results

Launched \*Winter Sweetz™\*, repositioning Lone Star’s Texas grapefruit as sweet, seasonal, and desirable.

- Retailers embraced the new brand → stronger buyer interest.
- Early season demand exceeded supply, with strong excitement from consumers

## The Testimonial

*“Lisa was the strategist we needed — not just a designer. She transformed grapefruit from a declining category into a consumer-centric brand.”*

April Flowers

Lone Star Citrus Growers

## Why It Matters Today

\*Winter Sweetz™\* is still in the market and thriving. This case shows how packaging + branding can transform a declining category by removing barriers and reframing consumer perception.



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