



California Cherries

The #1 Brand in California cherries and apples. The leading quality and volume supplier, all in one. **Primavera delivers.**



Standard Bags

Red & Rainier Cherries

- GFSI certified Food Safety and HACCP programs.
- Promotion & merchandising programs to support sales growth at retail.
- Packaging options that add incremental sales to your category.



Standard Box

Standard Bags

1-to-2lb bags that offer sharp color graphics drawing attention for the consumer. Ziploc-top and sturdy, clear plastic. Standard bags for red cherries are available in both standard and metric shipping cartons.

Product	Per Box	Box Type	Per Pallet	Ti/Hi	PLU
1.34 lb Red	12	Standard	99	9x11	4045
1.34 lb Red	18	Metric	65	5x13	4045
2 lb Red	8	Standard	99	9x11	4045
2 lb Red	12	Metric	65	5x13	4045



High-Graphic Plastic Handle Bags

High-Graphic Plastic Handle Bags

1-to-2lb bags of super-clear, rigid plastic. High-graphic colors that beam under retail lights and sell cherries best. All bags are ziploc-top and have carry-handle. Available for both Red and Rainier cherries. Available in metric boxes only to allow the best ventilation and protection for the fruit.

Product	Per Box	Box Type	Per Pallet	Ti/Hi	PLU
1.34 lb Red	18	Metric	65	5x13	4045
2 lb Red	12	Metric	65	5x13	4045



Metric Box

Clamshells

The most protective way to ship fresh cherries and highly recommended for the delicate Rainier cherry. Available in 1-to-3lb sizes. UPC labeled for secondary display and size options in key stores.



Product	Per Box	Box Type	Per Pallet	Ti/Hi	UPC
1lb Red	16	Metric	75	5x15	8 45762-09999 8
2 lb Red	8	Metric	80	5x16	8 45762-01559 2
3 lb Red	8	Metric	65	5x13	8 45762-02566 9
1lb Rainier	16	Metric	75	5x15	8 45762-09998 1
2 lb Rainier	8	Metric	80	5x16	8 45762-03747 1

*GTIN codes available for each product.



Bulk

Beautiful cherries in the traditional box. Perfect for secondary displays that attract shoppers to a farm-stand merchandising appeal, or for repacking and foodservice.

Product	LBS/Box	Box Type	Per Pallet	Ti/Hi	PLU
Red	18	Standard	90	9x10	4045
Rainier	15	Standard	90	9x10	4258
Red/Rainier	11	5 Kilo	126	9x14	4045/4258
Red/Rainier	5.5	2.5 Kilo	195	15x13	4045/4258

*GTIN codes available for each product.

California Cherry Growing Regions & Availability



Primavera provides quality and volume timed perfectly through the California cherry harvest.

You can be assured of consistent day-in, day-out fresh product throughout the season with Primavera. Quality is #1 with hydro-cooling facilities in every region. Primavera delivers.

Dates

All dates are approximate and may vary from year to year:

Arvin/Bakersfield

Harvest: May 1 – 15

Varieties: BK, TU, CC, RN

Visalia/Hanford

Harvest: May 5 – 20

Varieties: BK, TU, CC, RN

Reedley/Fresno

Harvest: May 10 – 25

Varieties: BK, TU, CC, RN

Modesto

Harvest: May 15 – June 5

Varieties: BK, GN, CC, BI, RN

Stockton/Linden

Harvest: May 10 – June 20

Varieties: CN, CC, BI, RN

Availability

	APRIL	MAY	JUNE	JULY
Early Season Cherries				
Bing				
Rainier				

Cherry Abbreviations:

BI = Bing BK = Brook CN = Chelan
 GN = Garnet TU = Tulare RN = Rainier
 CC = Coral Champagne



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