

Putting The Squeeze On One Lucky Orange



A JUICY MILESTONE—Brock H. Leach, president and CEO of Tropicana Products, Inc. celebrates a company milestone: 300 billion fresh oranges squeezed since the company began making orange juice in 1947. That would be like handing 1,057 oranges to every person in the United States.

(NAPSA)—An essential part of breakfast for many people is now waking up to the idea of celebrating a significant milestone. The company that accounts for more than one third of all chilled orange juice in the U.S. has just squeezed its 300 billionth fresh orange. To put this accomplishment in more human terms, that would be like handing 50 oranges to each of the approximately 6 billion people that populate the earth.

According to Brock H. Leach, president & CEO, Tropicana Products, Inc., “After only 53 years of making the world’s best orange juice, we are proud to celebrate the 300 billionth fresh orange squeezed.

“Juice that tastes so fresh it’s like sticking a straw directly into an orange is what Americans want and what Tropicana produces,” he added.

The year-long festivities in honor of the 300 billionth orange shift into high gear as the Pure Tour—a team of five Volkswagens that resemble the familiar “Straw-In-Orange” icon—set out for more than 40 states across the country, trying to

squeeze the excitement into more than 1,300 community events.

They’ll visit marathons and sporting events, festivals and shopping areas. Families can join in games and activities and free samples of Tropicana Pure Premium “for the road” let everyone take a healthy slice of the action home.

Since it started operations in 1947, Tropicana has multiplied in size, distribution and consumer demand. In the early 1950s, the company’s simple distribution strategy involved hand-delivered juice jars to homes in surrounding communities.

In the late 1950s, the company increased its reach by sending 1.5 million gallons of juice to New York packaging facilities once each week by ship.

In the 1970s, a mile-long train carried a million gallons of orange juice on one round-trip to New York each week. Today, the train runs ten trips, over five days every week—each carrying a million gallons of juice to market.

Tropicana Products, a division of PepsiCo, Inc., is the world’s leading producer and marketer of branded fruit juices.