



## **Sun Orchard Enhances Retail Presence through Purchase of Blue Lake Citrus Products Assets**

**Miami and Winter Haven, FL -- November 28, 2016 --** Sun Orchard, a premier juice and beverage products producer, today announced the acquisition of certain assets of Blue Lake Citrus Products LLC (“Blue Lake”) in Winter Haven, FL. Blue Lake was previously held by the Seminole Tribe of Florida, Inc. and Wm. G. Roe & Sons, Inc.

The assets being acquired include the Blue Lake product portfolio, currently being offered under the Noble® juice brand, and certain manufacturing equipment. Blue Lake boasts an impressive retail customer base of some of the largest supermarkets and grocery stores including Publix Super Markets, Ahold, ACME Markets, Giant Eagle Supermarket and Whole Foods Market. The opportunity to forge long-term relationships with this portfolio of retail customers supports Sun Orchard’s plan to further its presence in its retail markets. The acquisition will also enhance Sun Orchard’s current distribution to grocery stores, supermarkets and other third party retailers.

Jean-Marc Rotsaert, Executive Chairman of Sun Orchard, said, “We have been impressed with the Blue Lake products and their growth initiatives for quite some time and are delighted to bring products of exceptional taste and quality into our family of juice offerings. The assets being acquired today present Sun Orchard with an exceptional opportunity to notably escalate its growth. In conjunction with our long-term strategy to augment distribution channels, the addition of increased retail presence and our ability to deliver our highest-quality products to more customers are exciting for Sun Orchard. We look forward to continuing our expansion into new markets geographically with a wider range of citrus-based products.”

Tena Granit, Executive Director of Finance for Seminole Tribe of Florida, Inc., remarked, “We are pleased to have found a home for Blue Lake’s excellent assets with Sun Orchard, a natural successor to our efforts to provide the retail industry with high quality premium products. We are excited to continue to watch the growth and success of Sun Orchard as these assets continue on their journey of expansion.”

Quentin Roe, President of Wm. G. Roe & Sons, Inc. commented, “We are pleased with the growth of Blue Lake’s position in the marketplace. Given this success, it is time for an even larger company with further reach in the business to help the Blue Lake products expand their success. We could not be more excited for our product line and its customers with the commitment that Sun Orchard is making.”

Sun Orchard is a Centre Partners portfolio company. Cross Keys Capital represented Blue Lake in this highly strategic and synergistic transaction. Terms of the transaction were not announced.

### **About Sun Orchard**

Founded in 1984, Sun Orchard has leveraged its roots in citrus juices (orange, lemon, lime, grapefruit) to develop an expanding portfolio of standard and customized beverages and culinary ingredients. The Company’s product portfolio consists of top quality, 100% natural, not-from-concentrate citrus juices, fruit ades, bar mixes, specialty smoothie bases, and other customizable mixology and culinary solutions. Sun Orchard is headquartered in Miami, FL, and has a strategic bi-coastal production platform with facilities in Arizona and Florida.

Learn more at [www.SunOrchard.com](http://www.SunOrchard.com)

### **About the Seminole Tribe of Florida, Inc.**

The Seminole Tribe of Florida, Inc., (STOFI) is a federal corporation whose charter’s specific purpose is “to further the economic development of the Seminole Tribe of Florida by conferring certain corporate rights, powers, privileges and immunity; to secure for the members an assured economic independence; and to provide for the proper exercise by the Tribe of various functions heretofore performed by the Department of Interior.” Composed of different brands, STOFI provides its community with the best products produced in the Florida Everglades. The Seminole Tribe of Florida, Inc. prides itself by affiliating with the best quality products from Certified USDA Prime and Choice All Natural Beef to Fresh Fruit Juices, all of which can be found in supermarkets across the country. [www.stofinc.com](http://www.stofinc.com)

### **About Wm. G. Roe & Sons, Inc.**

Dating back to the 1920’s, Wm. G. Roe & Sons has been a leading participant in Florida’s growing citrus industry. With multiple businesses within the family’s domain, and a legendary reputation, Wm. G. Roe & Sons and its parent company, Noble Produce Holdings, harvests, packs, and markets fresh tangerines, oranges, tangelos, pomelos, blueberries, and more. Based in Winter Haven, Florida, Roe is Florida’s premiere provider of fresh tangerines and tangerine juices, sold coast-to-coast. Extending the leadership position of Noble® fresh tangerines, the Roe family created the Noble® juice brand in 1996, and has enjoyed presiding over its success for the past twenty plus years. This transaction facilitates the Roe family to focus on its rapidly growing long-time core business of fresh tangerines, highlighting its new generation of proprietary seedless tangerine varieties. [www.NobleCitrus.com](http://www.NobleCitrus.com)

Contact:

JoAnne Martinez

Sun Orchard

Vice President, Human Resources and Administration

Jmartinez@sunorchard.com

1-480-966-1770