

# QUICK FACTS



## **Key Facts**

- Tropicana Headquarters: Chicago, Ill.
- Tropicana is the leading producer and marketer of branded fruit juices.
- Tropicana is the largest single buyer of Florida oranges.
- More than 400 Florida groves are monitored through a proprietary system that ensures the fruit is harvested at peak of goodness and flavor.
- Once the fruit is picked, it is quickly delivered to one of Tropicana's juice-making plants. The fresh oranges are hand-graded and any fruit that does not meet our stringent standards is removed.
- Tropicana holds sponsorship rights to Tropicana Field in St. Petersburg, Florida, the home to the Major League Baseball team Tampa Bay Rays.

## **History**

- Anthony Rossi founded what came to be Tropicana in 1947 in Bradenton, Fla.
- The company started as a small company selling fruit gift boxes in Florida and shortly thereafter shipping them to stores in New York City. By 1957, a ship, S.S. Tropicana was taking 1.5 million gallons of juice from Florida to New York each week.
- Tropicana was the first to own and operate refrigerated trucks in the 1950s, which allowed for shipment of juice around the country.
- A breakthrough innovation occurred in 1954, when Rossi invented and patented a flash pasteurization process which allowed juice to be shipped and stored without refrigeration. Sold in a ready-to-serve package, Tropicana Pure Premium became the company's flagship product.
- In 1969, Tropicana became a publicly-traded company and, in 1978, was sold to Beatrice Foods.
- Tropicana was acquired by PepsiCo in 1998, also bringing Dole juice brands into PepsiCo's beverage portfolio.

## **Health & Wellness**

- One 8 ounce glass of Tropicana Pure Premium is made from fresh fruit and is a good source of four essential nutrients, including a day's supply of vitamin C, as much potassium as a medium banana and B vitamins (folate and thiamin).
- Launched in 2009, Trop50 offers 50 percent less sugar and calories with no artificial sweeteners. Trop50 is naturally sweetened with PureVia, an all-natural extract of the stevia plant.

## **Environmental Sustainability**

- Through its partnership with Cool Earth and its 'Rescue the Rainforest' campaign, Tropicana has protected 336 million square feet of endangered rainforest in the Amazon.
- In a first for any consumer brand in North America, Tropicana had the carbon footprint of Tropicana Pure Premium orange juice certified with the Carbon Trust.
- Tropicana's juice plant in Ft. Pierce, Fla., was an early leader in taking a step toward greenhouse neutrality by using carbon-neutral landfill gas for a portion of its operations.
- Tropicana recycles orange peel and seeds to make 150,000 tons of beneficial cattle feed, avoiding over 700,000 tons of raw peel becoming landfill waste annually.

For more information, visit:

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