

Beatrice

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**FRESH-SQUEEZED TASTE.
IT COSTS US MORE, BUT WE THINK IT'S WORTH IT.**

You could buy orange juice that costs a little less than Tropicana® Pure Premium. But you would be paying for a mixture of concentrate and water.

Tropicana Pure Premium orange juice

is the only leading brand that's nothing but 100% Florida squeezed juice... there's no concentrate and no water added. That's why Tropicana Pure Premium orange juice has such a fresh-squeezed taste.