

Tropicana Products, Inc.



Tropicana

A Heritage of Quality

Tropicana's leadership position in the citrus processing industry is a direct result of our long-standing commitment to quality in all aspects of our operations—from the grove to the consumer and at every stage in between.

We use only the highest quality fruit available to produce the fresh-tasting juices and beverages for which we are known throughout the world. But that's only half the story. It's also our people who make our juice the very best it can be.

Tropicana Products, Inc., was founded by Anthony T. Rossi, an Italian-American entrepreneur who emigrated to the United States in 1921. Rossi headed the company for 32 years and was the architect of a number of innovations in the citrus industry. Indeed, the history of Tropicana is a history of firsts.

We were the first to:

- offer 100% Florida orange juice not from concentrate—with nothing added and nothing taken away—all year round.
- own and operate a unit train and a fleet of refrigerated trucks, permitting rapid, widespread distribution of chilled, fresh-tasting juices and beverages.

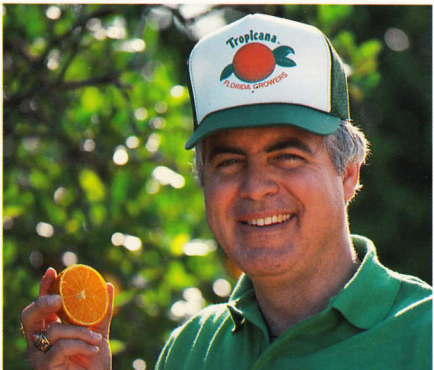


- introduce Dual-Lock, barrier-lined cartons that lock in freshness and ensure peak flavor.
- aseptically pack cold juice in glass containers, a unique process that preserves natural flavor.
- produce high-quality packaging materials in our own glass and plastic container manufacturing plants.

As the leading company in the Florida citrus processing industry, we take pride in our juices and beverages. The quality of our products is a reflection of the commitment of the several thousand talented people who make up the Tropicana family. The story of how juice is made is the story of the dedication of Tropicana employees, and it is to them in turn that this brochure is dedicated.

The pure, fresh taste of Pure Premium Orange Juice—100% pure Florida orange juice not made from concentrate—reflects the quality standards we demand in every step from the tree to the table.

Quality begins in the grove, where Tropicana buyers sample citrus regularly to ensure that fruit is at peak flavor when it is harvested.



Choosing Only the Very Best

Tropicana does not own a single orange tree. We purchase the highest quality oranges and grapefruit from about a thousand large and small growers throughout Florida. Tropicana is, in fact, the single largest buyer of oranges in the state of Florida.

For us, buying fruit is a year-round process. Our field representatives and buyers live near the groves and work directly with local growers. They test fruit for ripeness, help plan harvesting schedules and even arrange the hauling of fruit when needed. Well before harvest time, Tropicana field representatives visit groves regularly to check the maturity of the fruit and determine the optimum time for picking.

When oranges reach peak flavor, they are hand-picked and transported to one of our two Florida processing plants: the 214-acre plant at Bradenton or the 311-acre Fort Pierce facility. The plants are strategically located on both of Florida's coasts to minimize time spent between picking and processing.

The fresh fruit is carefully unloaded, washed and inspected to ensure that it meets Tropicana's high standards. Random samples of fruit are tested and certified by state inspectors as well as Tropicana quality control experts.

Pure Premium and Pure Premium Home Style Orange Juice are made exclusively from Florida oranges. Because of the tremendous demand for fruit juice and beverages, though, Tropicana also makes other products from orange and other fruit concentrates from foreign sources. Regardless of where fruit or concentrate is acquired, Tropicana's stringent standards are never compromised.

Tropicana field representatives measure citrus fruit as one of many tests to help growers determine maturity and select harvesting time.





No machine can match the delicacy and efficiency of an experienced picker, who can harvest an entire tree in an hour.

Trucks deliver Florida oranges to Tropicana's Bradenton plant from mid-October to early July. The plant can process approximately 35 million oranges in a single day.



Using the Whole Orange

Extracting juice is a delicate procedure. Tropicana uses a soft-squeeze extraction process that is both precise and efficient.

After several washings and inspections, fruit is sorted according to size and sent to stainless steel extractors. These machines slice, separate and remove the juice of oranges without breaking the bitter orange peel. The result is a daily yield of nearly a million gallons of pure orange juice.

At this stage, the juice may be pasteurized, quickly chilled and packaged as Pure Premium—100% Florida orange juice that has nothing added and nothing taken away. It also may have its water extracted and be packaged or stored as concentrate for making reconstituted orange juice and other juice products. Or it may be flash-frozen in its pure form and stored for future use. This process enables Tropicana to produce Pure Premium and Pure Premium Home Style Orange Juice even after the season is over. Because of our unique flash-freezing process, Pure Premium is the only major brand of 100% pure Florida orange juice not made from concentrate that is available all year round.

Perhaps because our products depend so much on nature's bounty, we at Tropicana are extremely concerned about ecology.

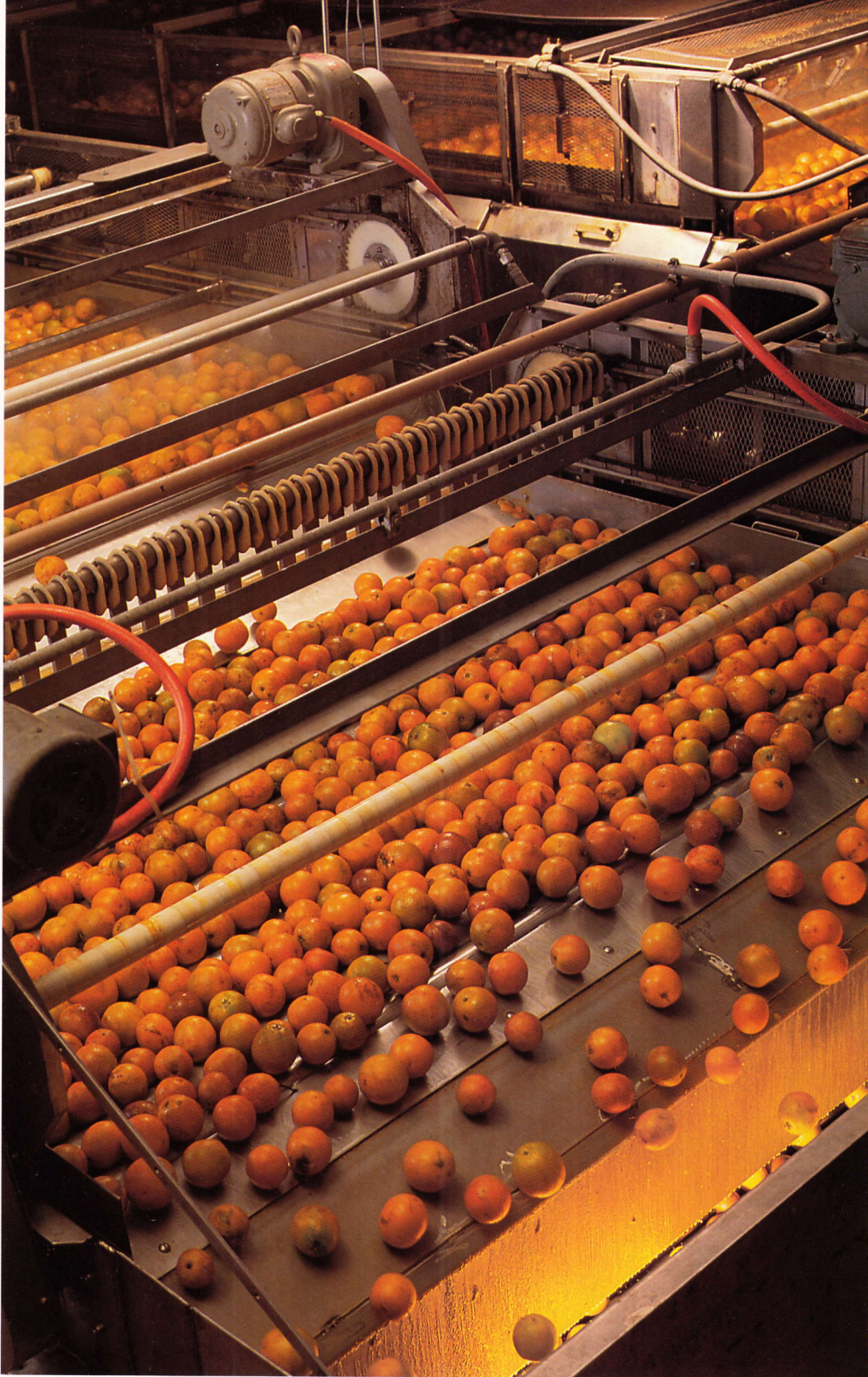
We manage our resources carefully; every part of the fruit is used. Individual juice sacs, for example, which remain intact during extraction, give Home Style products their distinctive juicy bits of orange. Orange oil, extracted from the skins, gives juice its aroma, and also is sold to make flavoring extract and perfume.

Pulp, seeds and rinds of oranges and grapefruit are dehydrated to make cattle feed. And even the water and heat given off during dehydration are recycled for use later in processing.

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Sharp-eyed inspectors
make final selections
before fruit is processed.
Oranges not up to
standard are removed
at this stage.





Every part of the orange is used at Tropicana. After several washings and inspections, oranges have oil extracted from their peels just prior to juicing.

Each of Tropicana's stainless steel extractors removes pure juice from an incredible 700 oranges per minute.



Packaging for Quality, Taste and Convenience

Our juices and beverages maintain their excellent, fresh flavor because our processing at Tropicana is unique. Since flavor diminishes if juice is exposed to heat for more than a moment, we keep it cold throughout processing. After flash pasteurization, a virtually instantaneous burst of heat, it is rapidly cooled and kept cold even when filled into containers. This one-of-a-kind pasteurization and chilling process helps assure that consumers receive the freshest tasting, highest quality orange juice.

Dual-Lock cartons—specially designed barrier-lined containers that keep oxygen out, preserve vitamins and prevent absorption of flavor components into the carton walls—are assembled at Tropicana's filling area. Fruit juices and beverages are cold-filled into these cartons, which ensure that juice retains its natural goodness. The cartons are then sealed, date stamped, placed in shipping containers and sent to refrigerated storage areas—all within a matter of minutes. More than two million cartons can be filled in a day.

We produce our own glass and plastic containers on site at Bradenton, where we can ensure that our exacting quality standards are met. Our glass plant is among the most modern in the nation. Its automated line produces millions of bottles each day from pure Florida sand and limestone.

We also package apple, grapefruit and orange juice in specially designed plastic containers that come in a convenient, single-serving size. At Bradenton we can mold and print more than one million containers a day.

In packaging as well as processing, we recycle materials whenever we can. Any unusable bottles are melted down and the glass is reused. Water is purified before it is released back into the environment. And thousands of pounds of recycled paper are used each day in the production of corrugated boxes for shipping.

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Single 6-oz. servings of Tropicana Orange Juice and frozen concentrate are packaged in our own 6-, 12-, 16- and 32-oz. plastic containers.

Hearty orange juice drinkers can enjoy Pure Premium Orange Juice in a 96-oz. plastic container designed for convenient handling.





All the glass containers used for Tropicana products are made in our own plant, one of the most modern in the nation.

Cartons of Pure Premium Orange Juice and Tropicana Grapefruit Juice are assembled, cold-filled and automatically sealed in two seconds. They are shipped in corrugated containers that are made in part from recycled paper.



Products and Packages for All Occasions

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The Tropicana family of products is a full line of fruit juices and juice beverages in a variety of packages. Ready-to-serve fruit juices come in cartons, bottles and plastic containers of various sizes to suit all occasions. Juice beverages like Fruit Punch are available in cartons and 10- and 16-oz. glass bottles, and frozen concentrated orange juice is packed in plastic containers. Also popular are Tropicana Home Style Orange Juice and Pure Premium Home Style, which contain juicy bits of orange.

Consumers' opinions matter a great deal to us at Tropicana. Our aim is to provide them with the highest quality products in preferred, convenient forms for all occasions. And we are constantly looking to them to tell us exactly what types of tastes and packages they desire.

In recent years, consumers have expressed a growing preference for chilled orange juice over frozen concentrate. Tropicana's ready-to-serve products have helped create this demand, especially Pure Premium Orange Juice. Pure Premium is the only major brand squeezed exclusively from Florida oranges, with no water added or removed to diminish its unique, refreshing flavor. And Pure Premium Home Style is the same pure Florida orange juice, but with juicy bits of orange.

Tropicana's quality is what makes it the leading brand of ready-to-serve orange juice in the United States. Chilled orange juice serves the varied needs of schools, hospitals, restaurants, retail stores and the consumers they serve. It offers the consumer not only convenience, but also excellent fresh taste and aroma.

We also offer a full range of juices and juice beverages in various sizes and styles of packages. Our 100% fruit juices include grapefruit, apple and orange pineapple. And we make juice beverages like lemonade and fruit punch as well as frozen concentrated orange juice.

To make Tropicana products convenient for any occasion from a day at the beach to a festive family gathering, we package them in 16-, 32- and 64-oz. cartons, glass bottles ranging in size from single-serving to 64-oz., and plastic containers as small as 6-oz. and as large as 96-oz. We also produce juice products and beverages in convenient, shelf-stable containers that don't require refrigeration to stay fresh.

We always are looking for better and more convenient ways to package Tropicana products. We test bottles, cartons and plastic containers for their effects on products, durability in shipping, resistance to damage, consumer acceptance, ease of use and attractiveness.

And we are constantly on the lookout for new tastes that people will enjoy. New flavors are tested in-house for months, and only the most successful ones undergo extensive consumer trials. A new product must earn very high ratings before we put our name on the package.





There's a real difference between Pure Premium and other leading orange juices. It's nothing but pure, sweet Florida orange juice—no water, sugar, preservatives or concentrate. Consumers trust Tropicana juices and beverages to be the freshest tasting and purest products available.



Making certain that Tropicana juice is always consistent in quality and taste is a major challenge. For Tropicana, quality control begins in the citrus groves, where our representatives ensure that fruit meets our standards before it ever leaves the tree.

We keep careful track of the oranges we receive and make detailed records of the sugar and acid levels and the juice content of each load. This knowledge allows us to make a product that is never too tart or too sweet.

We use a “feed forward” quality control procedure to ensure that our high standards are maintained throughout processing. We have identified certain critical control points in the manufacturing process and our more than 125 quality control inspectors monitor them constantly. This system has proven to be both effective and economical.

More than 6,000 analyses are done on Tropicana juices and beverages every day, with sampling taking place every few minutes. Samples are evaluated at our nine quality control laboratories according to chemical, physical and biological standards. Sugar, acid, oil and pulp levels are assessed; color and temperature are measured and extensive microbiological tests are conducted.

Tasters are as vital to Tropicana as to a winery. The only instrument known that is capable of assessing the subtle flavor systems of citrus beverages is the human palate. Members of our taste panels are selected for their natural abilities to detect even minor flavor differences. Their years of training and tasting experience help them assess sweetness, flavor, tartness, bitterness, aroma, “mouth feel” and aftertaste. Our tasters have the final say in approving or rejecting juice and beverages that carry the Tropicana name.

The final—and most demanding—quality control inspectors are our consumers, who phone and write us daily with reports on our products. We get relatively few complaints—only two for every million products we ship—but we investigate every single one. We listen carefully to what consumers tell us; they often offer excellent suggestions for improving our products and packaging.

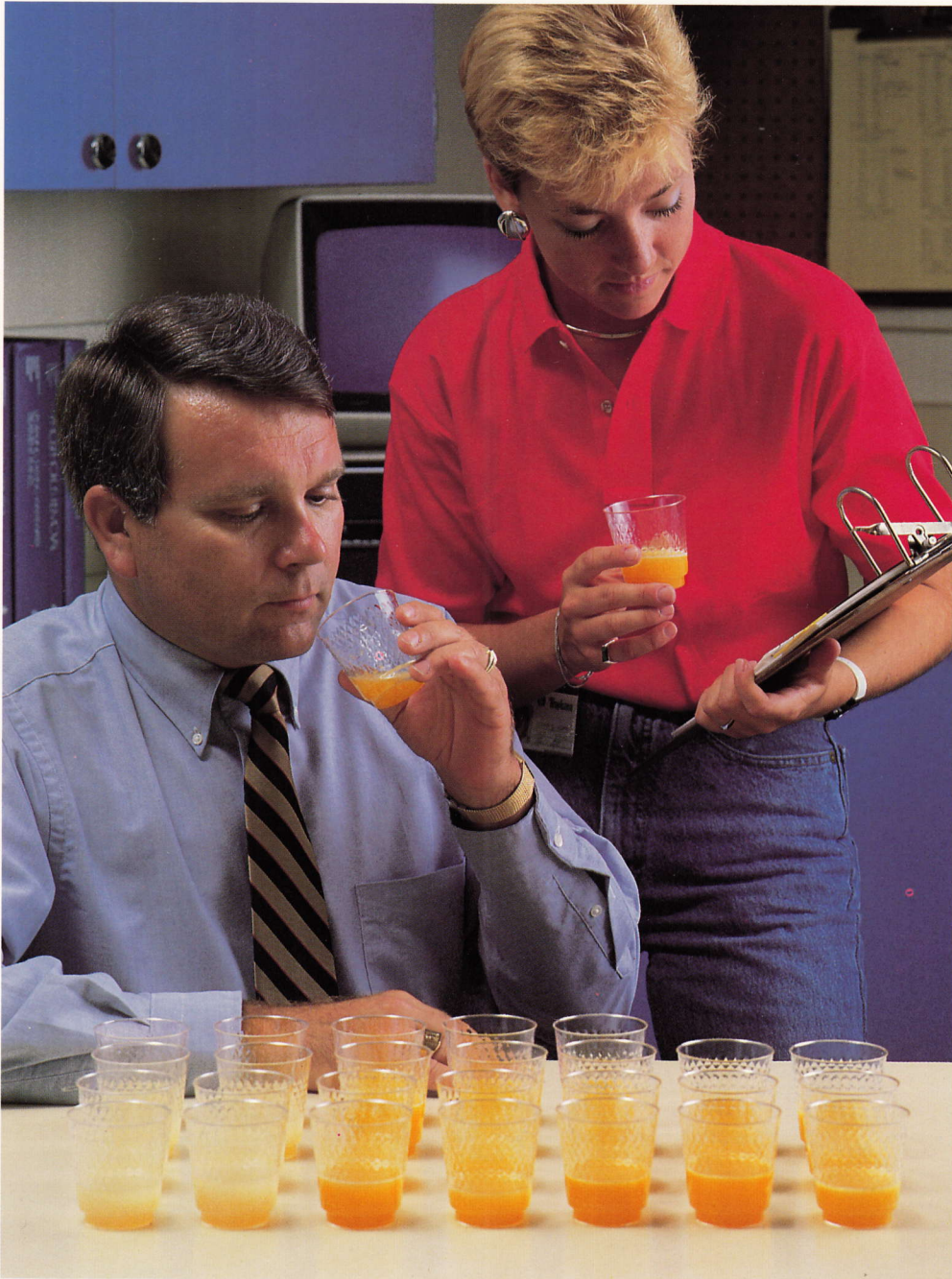
Representatives of the U.S. Department of Agriculture are always on the premises and they conduct their own tests on Tropicana products. Many of Tropicana's internal standards are far more rigorous than those set by the government.





Quality control inspectors sample juice at every stage of processing and conduct extensive tests. The unique quality control system at Tropicana ensures that all products meet our exacting standards.

Our taste panels are trained to detect the most subtle flavor differences. Tasters with years of experience have the ultimate say in whether juice earns the Tropicana name.



Bringing the Best to You

Keeping juice cold is crucial to retaining its natural flavor. And the faster it reaches its destination, the fresher it tastes. These simple facts are the guiding principles behind a complex distribution system designed to get fresh-tasting Tropicana juice products to consumers in the most efficient way possible.

Finished products are stored briefly in refrigerated warehouses at Tropicana until they can be shipped. Depending on their ultimate destinations, products may leave Bradenton by train or truck.

Our Tropicana unit train—a unique form of transportation for the food processing industry—transports Tropicana juice and beverages to the Northeastern and mid-Atlantic states, our largest markets. The mile-long train leaves Bradenton for New York twice a week carrying more than a million gallons of juice products on each trip north.

In addition to our train, more than a hundred trucks leave Bradenton every day, carrying Tropicana products directly to the loading docks of major grocery chains, warehouses and distribution centers in many parts of the United States. And products destined for the foreign markets in which Tropicana is distributed leave Bradenton by truck and then are loaded onto ships for delivery overseas.

Delivering fresh-tasting Tropicana citrus products to market as rapidly as we do is a key to our leadership position in the industry. Our unique distribution methods set us apart from all other juice companies and enable us to assure consumers that the Tropicana products they receive are the highest quality products available.

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Products destined for the Southern and Midwestern markets of the U.S. are shipped in refrigerated trucks. Trucks speed fresh products directly to the loading docks of our customers.



The mile-long Tropicana train rushes citrus products to the markets of the Northeastern United States. Unique in the food processing industry, the “Big Orange” refrigerated unit train leaves Bradenton for New York twice a week.

The two keys to delivering fresh taste are temperature and speed—keeping products cold and keeping delivery time short. Juices are rapidly transferred from refrigerated warehouses and then shipped.



Communicating with Customers and Consumers

Tropicana has one of the largest sales staffs in the citrus industry. Our salespeople are trained to be industry experts and to understand all facets of the citrus business. They do not simply sell products; they fill the needs of distributors and retailers and help them improve service to their customers.

Tropicana sales representatives often suggest approaches to displaying fresh products and ensuring that stocks are adequate. Our field audit teams help retailers rotate stock and control temperature. And we support our customers' sales efforts by providing them with market research data about demand for citrus products and information about our own product development and marketing support plans.

We spend millions of dollars every year conducting research on ways to help customers maximize profits from the sale of juice and juice products. And we are constantly studying methods of supporting our products most effectively. As a result, Tropicana products are among the most heavily supported by advertising and consumer promotions in the industry.

Our innovative, creative advertising programs are designed to build awareness of Tropicana products among consumers. Advertising on television, radio and in newspapers and magazines stresses the benefits to the consumer of Tropicana's fresh-tasting, high-quality juices and juice beverages, and the important differences between our products and others on the market.

We also offer special public relations and promotional programs for consumers such as contests, taste challenges, coupons and refund programs. We believe strongly that if we can convince people to try Tropicana even once, they will become loyal customers.

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Consumer advertising and public relations campaigns as well as coupon and refund programs help build public awareness of Tropicana products, and inform consumers about the important differences between our fresh-tasting products and other brands.





Fruit juices are all-day, every-day drinks—not just breakfast beverages anymore. And Tropicana earns its position as the leading brand of ready-to-serve orange juice every day by ensuring consumers the freshest taste possible.

Tropicana salespeople are expert in all facets of the citrus business. They assist retailers in product display and stock maintenance and provide market research data to help them meet the needs of consumers.

BUY 3 GET 1 FREE
Good on any Tropicana juice



Tropicana® Pure Premium®. Here is the only leading brand that's pure, natural juice of the Florida orange with nothing added, nothing taken away.
Now you can get one free Tropicana juice. Simply send in three (3) proofs of purchase* from any variety Tropicana 32 oz. or 64 oz. cartons or glass containers with the order form below. We'll send back a coupon good for a free 64 oz. carton of any Tropicana juice you choose. After all, the only thing better than Tropicana is more Tropicana. You just can't pick a better juice.
*See proof of purchase, sent as the 10% tax code from the carton label pasted in the slot at the given container.

100% Pure Florida Squeezed Orange Juice
Pasteurized
NOT FROM CONCENTRATE

FREE TROPICANA OFFER
 Enclosed are three (3) proofs of purchase* from any 32 oz. or 64 oz. containers of Tropicana juices. Please mail this coupon for free Tropicana to:

Name: _____
 Street: _____
 City: _____ State: _____ Zip: _____

Mail form to: **FREE TROPICANA® Offer**
 P.O. Box 2206
 Young America, MN 55359

Offer expires 8/31/94. Void where prohibited. Allow 4-6 weeks for processing. Tropicana, 100% Pure Florida Squeezed Orange Juice and Tropicana are trademarks of Tropicana, Inc. © 1994 Tropicana, Inc. All rights reserved. *See proof of purchase, sent as the 10% tax code from the carton label pasted in the slot at the given container.




Tropicana People and the Community



The foundation of Tropicana's success is, ultimately, the several thousand people who make up our work force. We attract high-quality individuals because Tropicana offers an energetic, fast-paced environment that encourages innovation. Our continued success depends on the development of our human resources, and we strive to offer challenging work and excellent opportunities for advancement.

Our success in recruiting, training—and keeping—talented people is demonstrated by the many employees, including key executives, who started working for Tropicana in the company's infancy. Nothing can match the value of the years of practical, in-depth experience they bring to their work every day.

Tropicana employees bring the same dedication to serving their communities that they do to producing quality products. They participate in a wide variety of charitable activities, including the United Way, to which they are leading contributors. Donations by our employees and by Tropicana itself benefit the Boy Scouts, Girl Scouts, Big Brother and Big Sister programs, as well as local shelters for abused women.

Toys for Tots is another program that has captured the imagination of Tropicana employees. They break their own records year after year collecting and donating toys to needy children, contributing the lion's share of all toys donated in the Manatee County area. And volunteers in E.C.H.O.—the Employee-Community Help Organization—can be seen flipping pancakes at the annual Boys' Club Pancake Jamboree, selling Christmas trees, sponsoring boat races, and even organizing bingo games at a local nursing home.

To underscore the importance Tropicana places on community service, we established the Anthony T. Rossi Community Service Award in 1982. Named in honor of Tropicana's founder, who always balanced an intense work ethic with a deep community awareness, the award recognizes Tropicana employees who donate their spare time serving educational, charitable, cultural and athletic organizations in their community.

Tropicana is people, and our products are quality products because our people are quite simply the best. Whether they are grading oranges, testing containers, loading trucks—or even flipping pancakes—Tropicana employees go the extra mile to get the job done properly. And that, ultimately, is what quality is all about.

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A hand-made wooden rocking horse, painstakingly crafted by a Tropicana employee on his own time and donated to the Toys for Tots program, typifies our commitment to quality—in community service as well as production of the finest citrus products available.

