

A close-up photograph of a person's hands holding a peeled orange. The person is wearing a blue and white plaid shirt. The orange is split into several segments, showing its juicy interior. The background is slightly blurred, suggesting an outdoor setting. A white text box with a green border is overlaid on the image, containing the 'noble' logo and the phrase 'FROM OUR FAMILY TO YOURS'.

noble®

FROM OUR FAMILY  
TO YOURS





## CRAFT CULTIVATED FOR FOUR GENERATIONS

noble's craft-cultivated family of products are part of a remarkable four generation journey that began even before 1926 when WG Roe founded the company.

Yes, it takes patience and time to innovate fruit varieties, and to curate collections from family growers that share our values. We're growing our company naturally and sustainably, as a proud grower families free from the pressure of a big corporation.







# CRAFT-CULTIVATED FOR FOUR GENERATIONS

1926



WG Roe & Sons, Inc. opens its doors. Most growers are focusing on oranges and grapefruits, but Roe grew the Dancey Tangerine in its original citrus groves,

1940



Second generation Roes, Willard and Fred, enter the business. Both were Princeton educated, and then served in WWII, They steadily grew the company and accelerated the unique vision to be the top tangerine specialists in Florida.

1979



The third generation of Roe family enter the business and establish an R&D facility. They spend nearly four decades breeding amazing tangerines. This process develops what is known today as noble Juicy Crunch®, Autumn Honey and other patented New Generation Florida Tangerines™.

1996



WG Roe & Sons operates under its exclusive sales and marketing arm, noble Worldwide Florida Citrus Sales. About that time, the fourth generation of Roe family--digital savvy and eco-conscious as most millennials--enter the company, bringing new sustainability innovations.

2004



noble markets its first Florida Starburst Pummelos(R), as a specialty item for selected retailers.

2018 - 19



The first commercial crops of noble Juicy Crunch®, Autumn Honey, and New Generation Florida Tangerines™ are released, as noble asserts itself as the top grower/packer of craft-cultivated tangerines.

2021 - 23

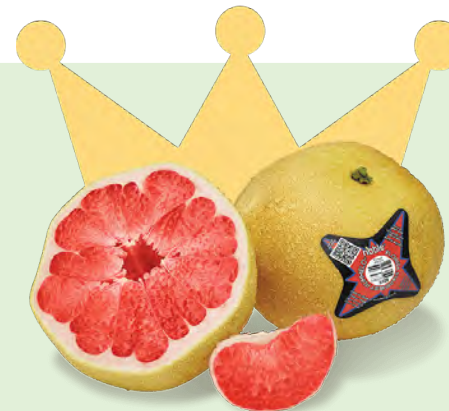


noble curated collections from family growers that share our values expand the noble brand: Stem & Leaf Tangerines, Blueberries, Mandarins, Dragon Fruit and more.

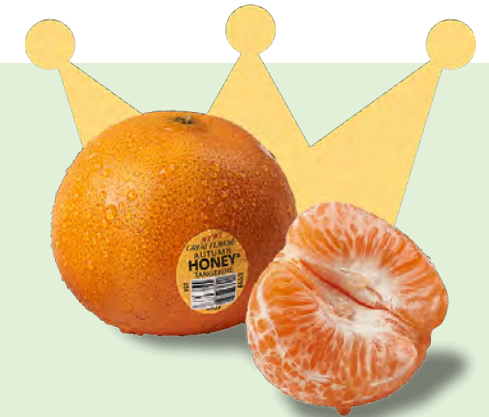
CRAFT  
CULTIVATED  
CORE FLORIDA



noble JUICY CRUNCH®  
TANGERINES



noble FLORIDA  
STARBURST PUMMELOS®



noble AUTUMN HONEY®  
TANGERINES

BEST-  
IN-CLASS  
FLORIDA TANGERINES  
& SELECT VARIETALS



EXCLUSIVE CITRUS FOR  
IN-STORE JUICING



NEW GENERATION  
FLORIDA TANGERINES™



STEM & LEAF  
TANGERINES



noble MMM  
MANDARINS



TANGY  
MINNEOLAS



noble SELECT  
SWEET NAVELS



noble NAVAL  
ORANGES



LEMON  
& LIMES



noble SUPER RED  
GRAPEFRUIT



DRAGON  
FRUIT



noble NEW CROP  
BLUEBERRIES



INTRODUCING  
**YOUR MAJESTY  
OF MMM!**

noble Juicy Crunch<sup>®</sup>

A brand-new, naturally craft-cultivated tangerine variety. It's the best tangerine we've ever grown, and we started in 1926.



# 40 YEARS IN THE MAKING 60 DAYS FOR THE TAKING

Treat it like a holiday—it only comes once a year.

noble Juicy Crunch® is only available late December through February



# Noble JUICY CRUNCH BREEDING HISTORY

## FIRST DECADE

In mid 1980s with the traditional university and government breeding programs focused on breeding oranges, noble, the largest producer of Florida tangerines, set out to make the perfect tangerine.

Combining the latest innovations with our own growing techniques, we started with micro cuttings, splicing, and careful pollination in a controlled, pure lab environment on our family farm.

We developed 1,600 unique varieties in lab that were ready to take to the field.





An aerial photograph of a vast orchard, likely citrus, stretching across a valley. The rows of trees are densely packed and create a strong sense of perspective. The scene is bathed in the warm, golden light of a low sun, which creates a hazy, atmospheric effect. A large, solid black circle is superimposed over the center of the image, serving as a backdrop for the text.

## SECOND DECADE

Each variety had to be taken from test tube to a full fruit-bearing tree.

1,600 varieties became 6,400 trees, as we tried each on one of four different root stocks.

We dedicated thousands of man hours evaluating and eliminating those not making the grade. Our mission was to discover the strongest varieties with the best qualities – leaving us with 50 varieties.



## THIRD DECADE

We continued to painstakingly narrow varieties to arrive at those with unbelievable taste profiles.

The most delicious of those remaining were DPI processed, and the budwood patented.

## FOURTH DECADE

We then began to plan for commercial distribution.

Almost four decades later we finally arrived at the perfect tangerine, noble Juicy Crunch.



# FOUR DECADES IN THE MAKING

1,600 unique varieties became three—with Juicy Crunch as the crown jewel

## 1st Decade

1,600 unique varieties became three—with Juicy Crunch as the crown jewel

## 2nd Decade

Each variety taken from lab to full-fruit-bearing tree

## 3rd Decade

Painstakingly narrow varieties. Patent those with unbelievable taste profiles

## 4th Decade

Plant and cultivate for commercial distribution





# ABSOLUTELY NOTHIN' IS SWEETER

“*Juicy Crunch had the highest brix I’ve ever seen, and I’ve been doing this for 50 years*”

— Mitch, USDA Inspector

Brix measures natural sugar sweetness levels. noble Juicy Crunch® has the highest brix level of any full-size tangerine.



# FROM GROVE TO GRANDEUR

Four decades ago, the largest packer/growers of Florida tangerines set out to make the very best tangerine.

noble Juicy Crunch® is only grown by us and carefully selected farms nearby.

We handle all the processing, guaranteeing packaging innovation, and safety from our single source of supply.





If there is such a thing  
as a “perfect” tangerine,

**THIS IS IT!**

Before we can please your family of  
shoppers, we have to please ours, and  
we’ve been Florida’s tangerine specialists  
for four generations. If there is such a  
thing as a perfect tangerine, this is it.  
noble Juicy Crunch® is the crown jewel of  
our breeding program, that also brings  
Autumn Honey and patented  
New Generation Florida Tangerines™

**It’s been a long journey, but so worth it.  
Let us know what you think.**





## CONTACT US!

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**Jeff Stachelek** | *SVP of Sales & Marketing*

863.294.3577 ext. 136

Fax: 863.299.6170

Mobile: 864.678.0825

Email: [jstachelek@wgroe.com](mailto:jstachelek@wgroe.com)

**Amber Glass** | *Customer Service Rep.*

863.294.3577 ext. 128

Mobile: 863.608.3690

Email: [aglass@wgroe.com](mailto:aglass@wgroe.com)