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SUPER STARR INTERNATIONAL ANNOUNCES ROYAL STAR PAPAYA REBRAND

COLIMA, Mexico (Oct. 3, 2018) – [Super Starr International](#) is excited to announce that its superior papaya variety, [Royal Star Papaya](#), unveils a new logo with the recent rebrand. The rebrand is an extension of the company's dedication to elevating the category and growing high-quality, premier papayas to the fresh produce industry.

Grown in the nutrient-rich volcanic soil of Colima, Mexico, the Royal Star Papaya variety has revolutionized the industry due to its uncommon level of sweetness, pleasant smell and long shelf life. Super Starr has spent the last decade perfecting this exclusive variety that sets the highest standards amid a changing papaya market full of new hybrids.

"Since the Royal Star papaya variety has been in the marketplace for nearly 10 years, we felt it was time for a brand refresh on our signature fruit," said Lance Peterson, third generation farmer and president at Super Starr International. "The variety itself is still as tasty and of the highest quality as it was before, but with new branding that makes it stand out on the shelves."

As a Fair Trade Certified brand, Super Starr is always looking for opportunities to improve its sustainability practices as a leader in this growing category. Most recently, the company invested in an organic research lab on its property in an effort to decrease its chemical usage by 70 percent.

"This new research lab is our investment into continual innovation and improvement of our growing standards," added Peterson. "It is important to us that we have resources within our company dedicated to ensuring we are providing high-quality, sustainable products to our customers and consumers."

Attendees of PMA Fresh Summit can visit Super Starr International at booth #1800 on October 19-20, 2018 to taste the recently rebranded and exceptionally sweet Royal Star Papaya. For information on purchasing Super Starr products, please contact Chris Hoffman, Mert Gumus or Lance Peterson at (956) 510-8126 or lance.peterson@superstarrinternational.com.

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About Super Starr International

Super Starr's commitment to the highest quality, sustainably grown papayas and melons remains steadfast. Along with their reliable partners in Colima, they are proud to grow the best fresh produce available while adhering to the highest standards in production. Super Starr ships throughout the U.S., Canada and Japan, and makes it a priority to contribute to the health and wellness of their global neighbors.