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SUPER STARR INTERNATIONAL UNVEILS NEW WEBSITE AND BRANDING AT VIVA FRESH

COLIMA, Mexico (Apr. 13, 2017) – [Super Starr International](#), a leader in growing the freshest papaya year-round, is proud to announce the launch of its [new website](#) and brand refresh, which will be unveiled at this year's Viva Fresh Produce Expo.

Focused on telling the Super Starr family story, which dates back three generations, the new website gives readers a deeper look into the brand's long history of farming in fresh produce. An in-depth look at each of the company's products will also help educate and encourage trial of unique papaya and melon varieties, and will set the foundation to build out more consumer-focused content in the next phases of the site.

"We're thrilled to exhibit at this year's Viva Fresh Produce Expo, and can't wait to share our new branding and website with our customers and other attendees," said Lance Peterson, third generation farmer of the Super Starr brand and President at Super Starr International. "Our commitment to expanded marketing efforts will allow us to better serve our buyers and consumers by sharing more about our unique products, who we are, and why we do what we do."

Super Starr continues to grow, pack, and sell its own product, to include Super Starr papaya, Maradol papaya, and Super Starr honeydew melon and watermelon throughout the year and will be showcasing at Viva Fresh Produce Expo as a first time exhibitor this year at booth #726.

For information, please contact Lance Peterson at 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.