

(soft music)

- From Florida, the land of health and sunshine, where the finest grapefruit grow, comes our vintage crop this year. Extra good, heavy, heavy with juice, loaded with natural vitamin C and tree ripe flavor and so low in calories, lightest of all light desserts, delicious and only 50 calories just as is. And good so many other ways too, like this broiled with brown sugar, cinnamon and a bit of butter, a real treat. Or section and add sliced bananas and coconut, light and luscious. Another grapefruit delight, lime sherbet ringed with fresh grapefruit sections and topped with a dash of maraschino cherry juice, a real glamor dessert. So enjoy fresh grapefruit at lunch and at dinner and of course at breakfast too. Fresh, Florida grapefruit. Remember it's our vintage crop this year.