



Maxwell
Groves
Country
Store



MAXWELL'S FRESH FRUIT
EST. 1935
FREE JUICE
GIFT FRUIT SHIPPING by Maxwell Groves (LICENSED & BONDED)

ICEMAN WAS HERE

OFFICE

MAXWELL'S HOUSE OF FRUIT

Celebrating 89 Years!

2024-2025
Season
Catalog



Our little slice of Heaven!

Welcome To Maxwell Groves

Celebrating 89 Years of Excellence • 1935-2024



TABLE OF CONTENTS

Navel Oranges	Page 3	Honey Tangerines	Page 5
Ruby Red Grapefruit	Page 3	Citrus Count by Tray	Page 6
Navels & Ruby Reds	Page 3	Valencia Oranges	Page 7
Celebrating 86 Years	Page 4	Triple Treasure Combos	Page 7
Sunburst Tangerines	Page 5	<i>Tangerines, Oranges & Ruby Reds</i>	
Sunburst Tangerines & Navel Oranges	Page 5	<i>Honeybells, Oranges & Ruby Reds</i>	
Honeybell Oranges	Page 5	<i>Tangelos, Tangerines & Ruby Reds</i>	
Honeybells & Navels	Page 5	Deluxe Add-Ons	Page 7
Honeybells & Ruby Reds	Page 5	Gift Fruit Shipping Form	Page 8



Citrus Season Calendar

	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT
Ruby Red Grapefruit												
Navels												
Sunburst Tangerines												
Honeybells												
Temples												
Honey Tangerines												
Valencias												

We hope you'll join us on the front porch real soon to enjoy our little slice of Heaven!



Citrus Selections & Package Pricing

Our perfect tropical climate together with our ultra-high standards means you will receive the highest quality fruit in a variety of flavors. When our fruit is at the peak of ripeness, we hand-pick and pack only the best so we can rush them right to your door!

*Printed and Verified for Distribution by
Maxwell Groves in Avon Park, Florida*

Navel Oranges

Available mid-November through mid-January

Only the most plump and sweet Navels are hand-selected for this gift! Navels are extra large size and super sweet with a deep yellow color, usually seedless, and practically bursting with juice. Navels peel and section easily. A Florida favorite hand-eating orange, each bite reminds you of how a real orange tastes.

GIFT SIZE	ITEM	PRICE
½ Tray	5N	\$54.00
1 Tray	10N	\$62.00
1 ½ Trays	15N	\$72.00
2 Trays	20N	\$81.00
3 Trays	30N	\$95.00
4 Trays	40N	\$109.00

Ruby Red Grapefruit

Available November through May

Florida is famous for growing the most delectable, mouth-watering grapefruit in the world! Our Ruby Reds vary in size and have a smooth yellow skin. Each segment has the characteristic pink to deep red color. World famous, these naturally sweet grapefruit are juicy with only a few seeds and will leave you wanting more!

GIFT SIZE	ITEM	PRICE
½ Tray	5R	\$54.00
1 Tray	10R	\$62.00
1 ½ Trays	15R	\$72.00
2 Trays	20R	\$81.00
3 Trays	30R	\$95.00
4 Trays	40R	\$109.00

Navel Oranges & Ruby Red Grapefruit

Available mid-November through mid-January

Our most popular holiday gift is this combo of Navels and Ruby Reds. Every year our customers send this gift to family, friends, loved ones and even themselves because they have learned just how excellent our fruit tastes.

GIFT SIZE	ITEM	PRICE
½ Tray	5NR	\$54.00
1 Tray	10NR	\$62.00
1 ½ Trays	15NR	\$72.00
2 Trays	20NR	\$81.00
3 Trays	30NR	\$95.00
4 Trays	40NR	\$109.00

Grapefruit Spoons

*Add stainless steel spoons
to your grapefruit order*

4 spoons just \$12.00

(add "GS" to the item)



*Remember to order early, see form
on back cover for holiday deadlines.*



Call Toll Free 800-326-3938





Celebrating 89 Years!

For three generations, the Maxwell family had grown citrus in south-central Florida. Mr. T Hayes Maxwell, known as Big Daddy, came to Florida in 1926 in pursuit of his dream to own land and become a big farmer.

In 1935, Hayes & Leoma bought property in Avon Park, Florida with a 10 acre grove & a small log house and moved there. Hayes and Leoma had 4 children: Tom, Jane, Claire and Steve. They established their business Maxwell Groves at that time and it continues today on the same site providing fresh citrus & freshly squeezed OJ for locals as well as visitors.

In 1966, Steve Maxwell returned from the Airforce and built the 10,000 sq ft packinghouse. It is the Last registered packinghouse in Highlands County and still operating to this day. Maxwell Groves offers a sprawling front porch with orange rockers where customers can come relax and enjoy the Non-Dairy homemade Soft serve Orange Ice Cream and on some days enjoy a refreshing breeze as well. We carry all varieties of fruit along with freshly squeezed OJ (when in season), Florida Citrus Wines, local honey, jams and jellies, as well as souvenirs. Customers are welcome to browse our Country Store as well as ship fresh fruit to loved ones. It is a true Authentic OLD FLORIDA experience.

While the business has made changes over the years, our value to provide courteous customer service and quality citrus/products at a fair and reasonable price still stay the same.

Steve loved Avon Park and was generous with his servant heart to the schools, community, church, Rotary, and Highlands County. His smile, hearty laugh, hard work, love for life and sharing stories of citrus was best done on a rocking chair on the front porch at Maxwell Groves.

On behalf of the Maxwell family, we thank you for your order and continued support and hope you will join us on the front porch real soon to enjoy our Little Slice of Heaven!

Life is better on the porch!



For more information about Maxwell Groves and the products we sell, please visit our website at maxwellgrovescountrystore.com or our Instagram and Facebook pages, Maxwell Groves Country Store.



Sunburst Tangerines

Available mid-November through December

Perfect for snacking, Sunburst Tangerines are small to medium-sized. They vary from medium orange to red in color with a few seeds. Sunburst Tangerines have a zipper skin and are loaded with flavor, naturally sweet and easy to peel, section and eat. Each tray serves up 24-28 of these beauties so there's plenty to share!

GIFT SIZE	ITEM	PRICE
1 Tray	10S	\$65.00
2 Trays	20S	\$85.00
3 Trays	30S	\$99.00
4 Trays	40S	\$114.00

Sunburst Tangerines & Navel Oranges OR Hamlins & Tangerines

Available mid-November through December

We paired our super sweet and seedless Navels with the tangy and easy-to-peel Sunburst Tangerines to make the perfect holiday gift for the orange lover on your list!

GIFT SIZE	ITEM	PRICE
½ Tray	5SN OR 5HT	\$54.00
1 Tray	10SN OR 10HT	\$65.00
2 Trays	20SN OR 20HT	\$85.00
3 Trays	30SN OR 30HT	\$99.00
4 Trays	40SN OR 40HT	\$114.00

Honeybell Oranges

Available in January ONLY!

Citrus aficionados everywhere anticipate this limited-edition sensation every January! The Honeybell itself is actually a Minneola Tangelo with a bumpy textured skin – a hybrid of a Dancy Tangerine, known for its unique bell shape, and a Duncan White Grapefruit. This unique cross between the two resulted in what is usually a much sweeter, juicier fruit that bursts with an intense flavor also unique only to the Honeybell. Don't wait to order – order early! Once our supply runs out and the season is over, you can't get these gems anywhere . . . don't wait until next year!

GIFT SIZE	ITEM	PRICE
½ Tray	5H	\$62.00
1 Tray	10H	\$72.00
1 ½ Trays	15H	\$82.00
2 Trays	20H	\$91.00
3 Trays	30H	\$105.00
4 Trays	40H	\$119.00

Honeybells & Navels

Available in January ONLY!

GIFT SIZE	ITEM	PRICE
½ Tray	5HN	\$62.00
1 Tray	10HN	\$72.00
1 ½ Trays	15HN	\$82.00
2 Trays	20HN	\$91.00
3 Trays	30HN	\$105.00
4 Trays	40HN	\$119.00

Remember to order early, see form on back cover for holiday deadlines.



Honeybells & Ruby Reds

Available in January ONLY!

GIFT SIZE	ITEM	PRICE
½ Tray	5HR	\$62.00
1 Tray	10HR	\$72.00
1 ½ Trays	15HR	\$82.00
2 Trays	20HR	\$91.00
3 Trays	30HR	\$105.00
4 Trays	40HR	\$119.00



Honey Tangerines (Murcott)

Available February through mid-April

Bursting with juice, their flavor lives up to their name! These tasty tangerines are sweet, easy to peel and section effortlessly for snacking. Honey Tangerines are small to medium in size and have a thin skin with a rich yellow color.

GIFT SIZE	ITEM	PRICE
½ Tray	5M	\$62.00
1 Tray	10M	\$72.00
2 Trays	20M	\$91.00
3 Trays	30M	\$105.00
4 Trays	40M	\$119.00

Citrus Greening

Citrus Greening is a devastating bacterial disease for citrus trees. It was first recognized in South Florida in 2005. The bacterium is spread by a small insect called a Psyllid. When a Psyllid punctures a leaf, it injects the bacteria into the leaf's system, where it is then spread throughout the entire tree. Citrus greening ultimately results in the death of the tree. Once a tree has been infected, there is no cure. With this in mind, we ask that customers understand the changes in pricing and continue to support our family-owned store.

– Steve Maxwell

If you're ever in our neck of the woods, stop by and try our Dairy-free orange ice cream!

"A local secret! They have a little country store with all kinds of finds, fresh fruit and juice, jellies, wines, etc. If you love orange juice, they even have a frequent OJ buyers reward. The orange ice cream is a MUST HAVE – Yummy! This is my kids fave treat, enjoying their orange ice cream in the rocking chairs on the front porch of Maxwell Grove's Country Store." – F.F.



SEE ORDER FORM
ON BACK COVER

Citrus Count by Tray – 1 Tray = 1/4 Bushel

1/2 Tray-5 lbs. 1 Tray-10 lbs. 1-1/2 Trays-15 lbs. 2 Trays-20 lbs. 3 Trays-30 lbs. 4 Trays-40 lbs.

Oranges	6 - 9	14 - 18	20 - 26	24 - 32	33 - 45	50 - 64
Grapefruit	3 - 5	7 - 10	11 - 15	12 - 20	18 - 30	28 - 40
Oranges (top) & Grapefruit (bottom)	4 - 6 2 - 3	9 - 12 4 - 5	10 - 14 4 - 8	16 - 24 6 - 10	24 - 36 9 - 15	32 - 48 12 - 20

Valencia Oranges OR Valencia & Grapefruit

Available March through July

Valencias are a late-season orange, medium to large in size with extra sweet flavor and are usually seedless. These are perfect oranges to make delicious Florida orange juice and they're also great for slicing and eating. Their smooth, thin peel wraps an oval shape with a bright orange color.

GIFT SIZE	ITEM	PRICE
½ Tray	5V OR 5VR	\$54.00
1 Tray	10V OR 10VR	\$62.00
2 Trays	20V OR 20VR	\$81.00
3 Trays	30V OR 30VR	\$95.00
4 Trays	40V OR 40VR	\$109.00



Triple Treasure Combos

Tangerines, Oranges & Ruby Red Grapefruit

Available November through March

This tasty trio is so juicy, we combine them for the ultimate mouth-watering taste of Florida citrus.

GIFT SIZE	ITEM	PRICE
1 Tray	10TOR	\$62.00
1 ½ Trays	15TOR	\$80.00
2 Trays	20TOR	\$91.00
3 Trays	30TOR	\$101.00

Honeybells, Oranges & Ruby Red Grapefruit

Available in January ONLY!

You asked for the finest of January's grove-fresh harvest in one box so we've delivered! This box includes our rare, super juicy trio.



GIFT SIZE	ITEM	PRICE
1 Tray	10HMR	\$67.00
1 ½ Trays	15HMR	\$85.00
2 Trays	20HMR	\$96.00
3 Trays	30HMR	\$108.00

Sunburst Tangerines & Ruby Red Grapefruit

Available mid-November-December!

This perfect combo is shipped right to your doorstep in February. A classic Florida favorite, the Temple Orange is easy to peel and section. Add in our super sweet Honey Tangerines and our Ruby Reds for the sweetest gift around!

GIFT SIZE	ITEM	PRICE
1 Tray	10TR	\$62.00
1 ½ Trays	15TR	\$80.00
2 Trays	20TR	\$91.00
3 Trays	30TR	\$101.00



Make it Deluxe (add-on)!

Kick any of our gifts up a notch and we'll load your package with some extra-sweet Florida treats! Available two (2) ways so you are able to choose just the right amount of extras. (cannot be added to ½ Trays)

Mini-deluxe

Add any 8-10.5oz marmalade and any 8-10.5oz jelly plus Maxwells 2 fl oz. orange hand lotion – all for only \$26.00!

Add "X" to the end of your item number to indicate you would like it to be a mini-deluxe package.

Standard-deluxe

The Mini-deluxe with a 2.8 oz. Florida Orange Blossom Honey added – all for only \$29.00!

Add "D" to the end of your item number to indicate you would like it to be a standard deluxe package.

Call Toll Free 800-326-3938





607 E Circle Street, Avon Park, FL 33825

Toll Free: 800.326.3938

Local: 863.453.3938

MaxwellGrovesCountryStore.com

Follow us on FB and Instagram

@maxwellgrovescountrystore

GIFT FRUIT SHIPPING FORM

Our shipments are fully guaranteed; however, we cannot be responsible for incorrect, incomplete or illegible addresses, or if the recipient is away or has moved. Please write legibly and complete all requested sections. Recipient phone numbers are greatly appreciated and aid in expediting shipments when necessary.

FROM - Billing Information

Name _____
Address _____
City _____ State _____ Zip _____
Phone _____
Email _____

Domestic Shipping Deadlines*

For delivery by the listed holidays with standard shipping, you must order by:

Christmas Sat Dec 14th

New Years Sat Dec 21st

REMEMBER TO ORDER EARLY!

*Subject to change

#1 SHIP TO - Recipient Information

Name _____ Phone _____
Address _____
City _____ State _____ Zip _____
Arrive by: ☐ Thanksgiving ☐ Christmas ☐ Other _____

Item Number

Fruit Price \$ _____

Optional Add-On Price \$ _____

Shipping \$ **20.00**

Other \$ _____

Subtotal \$ _____

#2 SHIP TO - Recipient Information

Name _____ Phone _____
Address _____
City _____ State _____ Zip _____
Arrive by: ☐ Christmas ☐ Other _____

Item Number

Fruit Price \$ _____

Optional Add-On Price \$ _____

Shipping \$ **20.00**

Other \$ _____

Subtotal \$ _____

#3 SHIP TO - Recipient Information

Name _____ Phone _____
Address _____
City _____ State _____ Zip _____
Arrive by: ☐ Thanksgiving ☐ Christmas ☐ Other _____

Item Number

Fruit Price \$ _____

Optional Add-On Price \$ _____

Shipping \$ **20.00**

Other \$ _____

Subtotal \$ _____

METHOD OF PAYMENT:

☐ Check/Money Order Please charge my: ☐ Mastercard ☐ Visa ☐ AmEx ☐ Discover

Credit Card Number

**DO NOT FILL CREDIT CARD INFO OUT:
CASHIER WILL ASSIST YOU.**

Expiration Date (MM/YY)

CVV Code

Zip Code

Signature: _____

I have looked over the above info and verify shipping addresses are correct.

Need assistance and/or don't see an item you are looking for or have ordered in the past? Feel free to contact us directly with any questions or special requests.

Maxwell Groves offers three (3) easy ways to order: Call, Email or stop by in person! For additional orders, please attach a separate sheet.

Toll Free: 800.326.3938 | MaxwellGrovesCountryStore@gmail.com

From our family to yours, THANK YOU for your business!

We reserve the right to substitute products of equal or greater value. Prices in this catalog are good for the 2024-2025 citrus season and are subject to change without notice. Gift may not be packed exactly as pictured.

Printed and Verified for Distribution by Maxwell Groves in Avon Park, Florida