



Celebrating 84 Years!

2019-2020
Season
Catalog



Our little slice of Heaven!



Welcome to Maxwell Groves

Celebrating 84 Years of Excellence • 1935-2020



TABLE OF CONTENTS

Navel Oranges	Page 3	Honey Tangerines	Page 5
Ruby Red Grapefruit	Page 3	Citrus Pricing By Tray Chart	Page 6
Navels & Ruby Reds	Page 3	Valencia Oranges	Page 7
Tangelo Oranges	Page 3	Tasty Little Treat	Page 7
Celebrating 84 Years	Page 4	Florida Honey 3-Pack	Page 7
Sunburst Tangerines	Page 5	Triple Treasure Combos	Page 7
Sunburst Tangerines & Navel Oranges	Page 5	<i>Tangerines, Oranges & Ruby Reds</i>	
Honeybell Oranges	Page 5	<i>Honeybells, Oranges & Ruby Reds</i>	
Honeybells & Navels	Page 5	<i>Tangelos, Tangerines & Ruby Reds • Valencias, Tangerines & Ruby Reds</i>	
Honeybells & Ruby Reds	Page 5	Deluxe Add-Ons	Page 7
Honeybell Keepsake	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												
Tangelos												
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*

Shipping rates vary.

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	\$29.95
1 Tray	10N	\$34.95
1 ½ Trays	15N	\$41.95
2 Trays	20N	\$47.95
3 Trays	30N	\$58.95
4 Trays	40N	\$69.95

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	\$29.95
1 Tray	10R	\$34.95
1 ½ Trays	15R	\$41.95
2 Trays	20R	\$47.95
3 Trays	30R	\$58.95
4 Trays	40R	\$69.95

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	\$29.95
1 Tray	10NR	\$34.95
1 ½ Trays	15NR	\$41.95
2 Trays	20NR	\$47.95
3 Trays	30NR	\$58.95
4 Trays	40NR	\$69.95

Tangelo Oranges

Available mid-November through December

This tangerine-grapefruit hybrid usually has a thin skin and may have some seeds. Florida Tangelos are super easy to peel, separate into sections and are great for snacking. Their sweet and tangy flavor, make them a delightful combination for your senses!

GIFT SIZE	ITEM	PRICE
1 Tray	10O	\$34.95
2 Trays	20O	\$47.95
3 Trays	30O	\$58.95
4 Trays	40O	\$69.95



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

See pricing chart on page 6 for all items.

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)	4 - 6	9 - 12	10 - 14	16 - 24	24 - 36	32 - 48
& Grapefruit (bottom)	2 - 3	4 - 5	4 - 8	6 - 10	9 - 15	12 - 20

Call Toll Free 800-326-3938





Celebrating 84 Years!

For three generations, my family has grown citrus in south-central Florida. My grandfather T. Hayes Maxwell, known to us as Big Daddy, came to Florida in 1926 in pursuit of his dream to own land and become a farmer. Big Daddy and my grandmother, Leoma, opened Maxwell Groves in 1935 and provided fresh citrus to locals as well as fruit stands in the area.

In 1966, when my dad, Steve, returned from the Air Force he built the 10,000 sq. ft. packinghouse, still in operation today. Over the years Maxwell Groves has continued to evolve; and, in more recent years, a country store was added that offers a sprawling front porch with orange rockers where customers relax, enjoy our homemade orange ice cream and on some days, a cool breeze.

We carry all varieties of fruit along with fresh-squeezed OJ, Florida wines, local honey, dairy-free soft serve ice cream, gifts and jams and jellies. From the fresh juice made daily to the orange ice cream made with that same fresh juice, customers are welcome to browse our country store and ship fruit to loved ones.

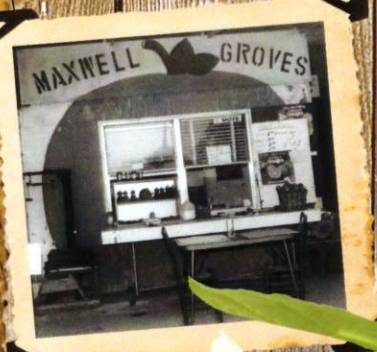
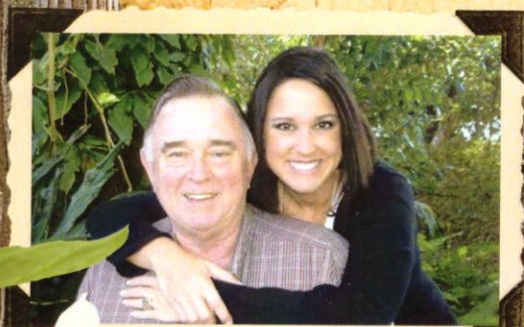
While our small business has made changes over the years, our values remain the same, instilled in us all by Hayes & Leoma: provide courteous customer service and quality citrus and products at a fair price. It's a true authentic Old Florida experience!

In the same location where my grandparents packed fruit and sold produce, we still offer fresh fruit with the same courteous and friendly service. When you arrive at Maxwell Groves, you arrive at our home - the same place my family enjoyed Sunday dinners at my grandmother's, where we welcomed friends each season and the yard I played in as a little girl. In fact, if you look closely at the floor in the store, you will see my tiny handprints in the cement. I believe this is sacred ground; it's not something we created, it created us. I guess it was destiny that led me back home to put my own mark on the family business.

On behalf of the entire Maxwell family as we begin our 84th season, I thank you for your order and we hope you'll join us on the front porch real soon to enjoy our little slice of Heaven!

Jennifer Maxwell Charles

For more information about Maxwell Groves and the products we sell, please visit our website at maxwellgrovescountrystore.com or our Instagram page, 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	\$37.95
2 Trays	20S	\$51.95
3 Trays	30S	\$62.95
4 Trays	40S	\$74.95

Sunburst Tangerines & Navel Oranges

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
1 Tray	10SN	\$37.95
2 Trays	20SN	\$51.95
3 Trays	30SN	\$62.95
4 Trays	40SN	\$74.95

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	\$37.95
1 Tray	10H	\$44.95
1 ½ Trays	15H	\$51.95
2 Trays	20H	\$57.95
3 Trays	30H	\$68.95
4 Trays	40H	\$79.95

Honeybells & Navels

Available in January ONLY!

GIFT SIZE	ITEM	PRICE
½ Tray	5HN	\$37.95
1 Tray	10HN	\$44.95
1 ½ Trays	15HN	\$51.95
2 Trays	20HN	\$57.95
3 Trays	30HN	\$68.95
4 Trays	40HN	\$79.95



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	\$37.95
1 Tray	10HR	\$44.95
1 ½ Trays	15HR	\$51.95
2 Trays	20HR	\$57.95
3 Trays	30HR	\$68.95
4 Trays	40HR	\$79.95

Honeybell Keepsake

Available in January ONLY!

Here's a small token for your first little taste of our rare Honeybell Oranges. The Keepsake includes four Honeybells and two (2) jars of our Honeybell Marmalade (8 oz) to share or keep for yourself!

GIFT SIZE	ITEM	PRICE
½ Tray	5HK	\$29.95



Honey Tangerines

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	\$37.95
1 Tray	10M	\$44.95
2 Trays	20M	\$57.95
3 Trays	30M	\$68.95
4 Trays	40M	\$79.95

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 (owner)

See pricing chart on page 6 for all items. • Shipping rates vary.

Call Toll Free 800-326-3938



*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.



Citrus Pricing By Tray

	1/2 Tray	1 Tray	1-1/2 Trays	2 Trays	3 Trays	4 Trays
Navels	29.95	34.95	41.95	47.95	58.95	69.95
Ruby Red Grapefruit	29.95	34.95	41.95	47.95	58.95	69.95
Navels & Ruby Reds	29.95	34.95	41.95	47.95	58.95	69.95
Tangelos		34.95		47.95	58.95	69.95
Sunburst Tangerines		37.95		51.95	62.95	74.95
Sunbursts & Navels		37.95		51.95	62.95	74.95
Honeybells	37.95	44.95	51.95	57.95	68.95	79.95
Honeybells & Navels	37.95	44.95	51.95	57.95	68.95	79.95
Honeybells & Ruby Reds	37.95	44.95	51.95	57.95	68.95	79.95
Honeybell Keepsake	29.95					
Mini Bells		42.95		53.95		
Temples		34.95		47.95	58.95	69.95
Honey Tangerines	37.95	44.95		57.95	68.95	79.95
Valencias		34.95		47.95	58.95	69.95
Tasty Little Treat	34.95					
Tangerines, Oranges & Ruby Reds			49.95		64.95	
Honeybells, Oranges & Ruby Reds			54.95		71.95	
Tangelos, Tangerines & Ruby Reds			49.95		64.95	
Valencias, Honeybells & Ruby Reds			49.95		64.95	

Shipping rates vary.

Valencia Oranges

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
1 Tray	10V	\$34.95
2 Trays	20V	\$47.95
3 Trays	30V	\$58.95
4 Trays	40V	\$69.95

Tasty Little Treat

Available November through May

Four (4) tasty gifts at one delicious price! Send 8 oz. jars of Honeybell Marmalade and Guava Jelly packed inside with three (3) super juicy oranges and one (1) Ruby Red Grapefruit!

GIFT SIZE	ITEM	PRICE
½ Tray	2JF	\$34.95

Florida Honey 3-Pack

Available Year Round

If you can't choose which honey is for you, now you don't have to because we offer a sample pack! Try three different types of premium Florida honey or send it to the honey lover on your list. This pack includes one 3-ounce jar of each: Orange Blossom Honey, Palmetto Honey and Tupelo Honey. We also include a mini-honey dipper!

GIFT SIZE	ITEM	PRICE
Honey Sample Pack	3P	\$29.95

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 ½ Trays	15MAR	\$49.95
3 Trays	30MAR	\$64.95

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 ½ Trays	15HMR	\$54.95
3 Trays	30HMR	\$71.95



Tangelos, 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 ½ Trays	15TMR	\$49.95
3 Trays	30TMR	\$64.95

Valencias, Honey Tangerines & Ruby Red Grapefruit

Available March through May

A box to help usher in the warmer weather of springtime, this tasty trio includes juicy oranges and grapefruit.

GIFT SIZE	ITEM	PRICE
1 ½ Trays	15VMR	\$49.95
3 Trays	30VMR	\$64.95

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.

Mini-deluxe

Add a jar of each: Honeybell Marmalade (8 oz) and Guava Jelly (8 oz), plus a box of chocolate-dipped coconut patties — all for only \$14.95! 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 2 oz. Florida honey (Orange Blossom Honey when available) added — all for only \$18.95! Add "D" to the end of your item number to indicate you would like it to be a standard deluxe package.

Honey 3-Pack

Our popular honey sampler can also be added to any package! We'll include in your package, three (3) different types of premium Florida honey: Orange Blossom Honey, Palmetto Honey and Tupelo Honey in 2-ounce bear. We also include a mini-honey dipper — all for only \$29.95! Add "3P" to the end of your item number to indicate you would like to add the Honey 3-Pack to your package.



See pricing chart on page 6 for all items. • Shipping rates vary.

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