

True Citrus' fresh-squeezed addition to the cabin

This is a special feature from *PAX International's* [April 2024 Special Meals issue](#), on [page 34](#).

Brands understand airlines are always seeking lightweight, individually packaged products with a long shelf life that do not compromise on flavor or quality. U.S.-based brand [True Citrus](#) has executed this perfectly when it comes to bringing freshly-squeezed flavour onboard.



Ryan Svehla, Vice President of Sales at True Citrus

The brand offers more than 100 products including unsweetened citrus wedge replacements, low-calorie lemonades and limeades, energy drink mixes, low-sugar kids drink mixes and citrus-forward salt-free seasonings. True Citrus is best-known for its individually packaged crystallized lemon and lime wedge replacements available in convenient, shelf-stable sachets. True Citrus uses a patented recipe to capture the authentic fresh squeezed taste of a wedge of lemon, lime, grapefruit and orange.

All True Citrus products are made with simple non-GMO ingredients that give them fresh-squeezed taste. The products are low calorie (zero to 10 calories per serving), have minimal sugar (zero to two grams per serving), contain zero artificial sweeteners, and are gluten- and sodium-free. Already available on many airlines, True Lemon and True Lime unsweetened wedge replacements are ideal for the aircraft cabin, as the lightweight products come in recyclable packaging and, like all True Citrus products, have a shelf life of two years if unopened.



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True innovation

True Citrus was founded by David Schleider as a way to offer quality, fresh-squeezed lemon in a packet format so it is convenient for everyone, everywhere. With a background in food and catering, Schleider spent years researching and testing, and in 2003, after finding a method to crystallize lemon juice and the oils together to deliver a convenient, shelf-stable lemon wedge replacement, the world was introduced to True Lemon, the brand's flagship product.

Ryan Svehla, Vice President of Sales at True Citrus, tells *PAX International* the company aims to bring this refreshing convenience onboard with new partnerships with U.S.-based airline partners in the year ahead.