



## KISSABEL®, THE NEW “RED INSIDE” APPLE BRAND

Kissabel®, the brand chosen by the Ifored Consortium for its unique, astonishing range of coloured flesh apples, is launched at Fruit Attraction.

MADRID, 18 October 2017 – A natural kiss that reawakens the zest for discovery in consumers and invites them to reveal the surprising pink to red heart. This is Kissabel®, the new brand chosen for the red-flesh apples of Ifored, an international Consortium comprising 14 of the biggest apple producers from 5 continents.

Kissabel® brand philosophy is to offer a range of innovative, completely natural, tempting apples, astonishing in both appearance and taste. Kissabel® fruit is the outcome of more than 20 years of research conducted with exclusively natural methods by French breeder IFO, in which red-flesh wild apples were crossed with varieties of outstanding quality in terms of flavour, keeping, appearance and fruit size.

The result is a unique assortment of red-flesh apples, which differ in flesh shade, skin colour, flavour and harvest timing.

Kissabel® fruits from three varieties have been chosen for the first commercial tests of the brand:

**Kissabel® Rouge.** With red skin and flesh, this fresh, crisp variety has a bright colour and intense flavour, enriched with hints of berries.

**Kissabel® Orange.** The attractive orange skin is recognisable at a glance, and conceals astonishing pink-red flesh. Firm and juicy, it has a perfect sweet-tart balance.

**Kissabel® Jaune.** A bite into the freckled yellow skin reveals sweet, attractive flesh with delicate pink nuances. This variety has very good storability.

“The Kissabel® brand is characterised by the surprise of crunching into an apple and discovering its unique flesh colour and amazing flavour,” comments Ifored Chairman Bruno Essner. “The Ifored partners are preparing for the release of Kissabel® apples all over the world in the next 5 years. The exciting Kissabel® range will attract and retain a new generation of consumer thanks to their distinctive sensory characteristics”.

The first commercial trials of the varieties chosen to launch the Kissabel® brand will get under way in the coming weeks. As well as those presented today, additional red and pink flesh apples of various skin colours are also being assessed for future commercial production.

For more information:





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