



KISSABEL®: THE “RED INSIDE” APPLE MAKES ITS DEBUT WITH ITS OWN STAND AT FRUIT ATTRACTION

From 23 to 25 October, visitors to the Madrid exhibition will be able to taste European 2018 harvest apples at Hall 10, stand 10A02B

ANGERS, 16 October 2018 – For the first time Kissabel®, the new range of apples with coloured flesh – from pink to intense red – will have its own showcase at Fruit Attraction. Visitors to the Madrid exhibition, to be held from 23 to 25 October 2018, will be able to discover and taste this innovative variety, marketed by the IFORED Group, at **Hall 10, stand 10A02B**.

Kissabel® is a unique range of apple varieties which differ in flesh shade, skin colour, flavour and harvesting period. A wide assortment that at Fruit Attraction will be riding the wave of an excellent quality 2018 European harvest, which visitors to the exhibition will be able to taste on the stand.

“Fruit Attraction is a very important event for us, because it comes at the height of the European Kissabel® season,” commented IFORED Chairman Bruno Essner. “This year, with our very own stand, we will be promoting our amazing offer even more effectively. We are sure that in the next few years Kissabel® will win over a new generation of consumers with its unique appearance and excellent flavour.”

Kissabel® is the outcome of more than 20 years of varietal research conducted using completely natural methods by French breeder IFO. The range currently includes three varieties: Rouge, with red flesh and skin; Orange, with orange skin and pinkish-red flesh; and Jaune, with yellow skin and a subtle pink tint to the flesh. Commercial tests are getting under way this autumn in Italy, Germany, United Kingdom and Switzerland.

The IFORED group, which has the mission of distributing Kissabel® on markets right across the globe, comprises 14 top international apple marketing organisations: Alliance Mesfruits Gerfruit, Blue Whale (France); Green Yard, Worldwide Fruit (United Kingdom); Fenaco (Switzerland); VOG, VI.P, Melinda, La Trentina, Rivoira (Italy); Nufri (Spain); Elbe-Obst, VEOS, Landgard, OGM, MaBo, WOG, VOG, ELO, MAL (Germany); Mono Azul (Argentina); Unifrutti (Chile); Dutoit (South Africa), Yummy Fruit Company (New Zealand), Montague (Australia); and Next Big Thing (USA-Canada).

So don't miss Kissabel® at Fruit Attraction, Madrid Exhibition Centre, from 23 to 25 October. **Hall 10, stand 10A02B**.

For further information:

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PRESS RELEASE



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