



KISSABEL® IS A HIT WITH EUROPEAN CONSUMERS

The IFORED red-flesh apples get their first commercial trials in France, United Kingdom, Italy, Germany and Switzerland.

ANGERS, 5 February 2018 – Kissabel® apples have won European consumers' seal of approval in their first test: the new varieties, with coloured flesh – from pink to intense red – received widespread approval for their innovative appearance and great flavour. This is the outcome of the brand's first commercial trials, performed in late 2017 in retail chain stores in France, United Kingdom, Italy, Germany and Switzerland.

The tests were managed in their respective countries by the partners in IFORED, the international project that brings together 14 of the biggest apple producers from 5 continents with the aim of developing and marketing new red-flesh varieties under the Kissabel® brand.

With their innovative, original character, the three types of apple launched at Fruit Attraction in October last year received an enthusiastic response from trade professionals. They combine an attractive exterior with an amazing interior and nice flavour. In the countries where the sales launch was accompanied by guided tasting sessions, consumers' feedback was also very positive about the apples' flavour and their own possible future purchases.

“We carried out the tests in two stores with small volumes of Kissabel® Orange. Globally, the feedback was very positive – states Marc Peyres, Blue Whale export sales manager, France – In both tests people were happy about the taste. This is the most important factor for us. For long term development of the market, people must find them nice for the colour and then like the flavor”.

“The feedback is that Kissabel® is something truly different, and stores are really looking forward for future sales – says Steve Maxwell, CEO Worldwide Fruit, United Kingdom – People definitely think that Kissabel® apples are really impressive, they look fabulous and they also taste great. Our customers are really keen to sell these products when they are available”.

“We grow Kissabel® Rouge and Jaune. At the beginning of the season, we did some tastings at retail fairs and many German retailers tasted Kissabel® - reports Jens Anderson from Red Apple Germany GmbH - My impression was that they are very impressed by the red flesh of the apple and curious about the taste. They eagerly await to start selling the apple. We will start in 2019/20 with the first small harvest from the growers for market-research in outlets”.

The Kissabel® 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 production will get under way in 2019 in France, Italy, Germany, United Kingdom and Switzerland.

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Many IFORED partners will be also in Fruit Logistica, the international fresh produce exhibition, held in Berlin from 7th to 9th February. IFORED partners include: Alliance Mesfruits Gerfruit, Blue Whale (France); Green Yard, Worldwide Fruit (UK); 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 (NZ), Montague (Australia); Next Big Thing (USA-Canada).

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