



A refreshing, sweet delight!

Sharing a healthy future





Piel de Sapo melon

**mellissimo**<sup>®</sup> is a new concept of Piel de Sapo melons with an excellent taste and a convenient size.

**Ricura RZ** is the first variety within the **mellissimo**<sup>®</sup> concept.



**mellissimo**<sup>®</sup> attributes small in size, huge in flavour!

Excellent taste and high sugar content.

Convenient size:

- Green-house: 1-2kg.
- Open-field: 1.5-2.5kg.

Nice oval shape with lengthwise netting.

Typical "Piel de Sapo" external colour with olive and brow highlights.

Year-round availability.



## Quality and trazability system:

**mellissimo**® producers self-imposed a quality protocol and are audited externally.

Identification and diferenciation throughout the commertial chain.

The boxes (package) of **mellissimo**® are identified by the trazability stamp.

**mellissimo**® producers collaborate aiming the best quality.

Bring value to the producer and private brands.



## Consumer benefits:

Reliably good taste, certainty of flavour.

The right size.

Consistent quality throughout the year.

Whole fruit (No portions).

Mediterranean experience.



## Trader and Retailer benefits:

Reliable concept in its attributes.

Recognition of the product in the supply chain by the trazability stamp on the boxes.

High-quality melons, the way to consumer satisfaction. Fidelization.

Year-round availability.

More reliability in supplies (variety range specifically bred for markets that require smaller sizes).

Very good shelf life.



## Grower benefits:

Varieties with a wide range of resistances to diseases, bred for markets that require smaller sizes.

Crop protocol to support you.

New opportunity in growing markets.



### **Spain, Portugal and Morocco**

Alberto Cuadrado  
M +34 670 991 819  
a.cuadrado@rijkszwaan.es

Alberto Domingo  
M +34 670 991 824  
a.domingo@rijkszwaan.es

### **UK and Benelux**

Vincent van Wolferen  
M +31 620 377 958  
v.van.wolferen@rijkszwaan.nl

### **International**

Diego Maestre  
M +34 650 46 81 76  
d.maestre@rijkszwaan.es

### **Germany and Austria**

Andreas Müller  
M +49 171 195 5724  
a.mueller@rijkszwaan.de



### **Rijk Zwaan Ibérica, S.A.**

Atención al cliente:  
T (+34) 950 62 61 91  
info@www.rijkszwaan.es  
www.rijkszwaan.es