

cabbisi™

The new mini salad cabbage

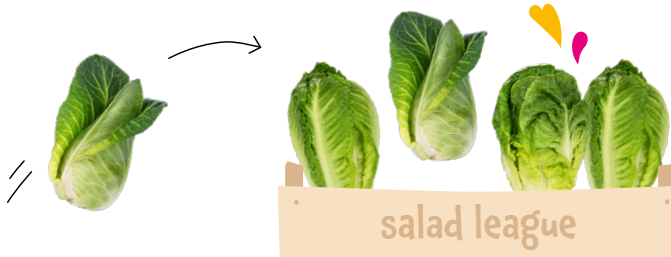


Take it cabbisi™!

Sharing a healthy future



cabbisi™ goes salad!



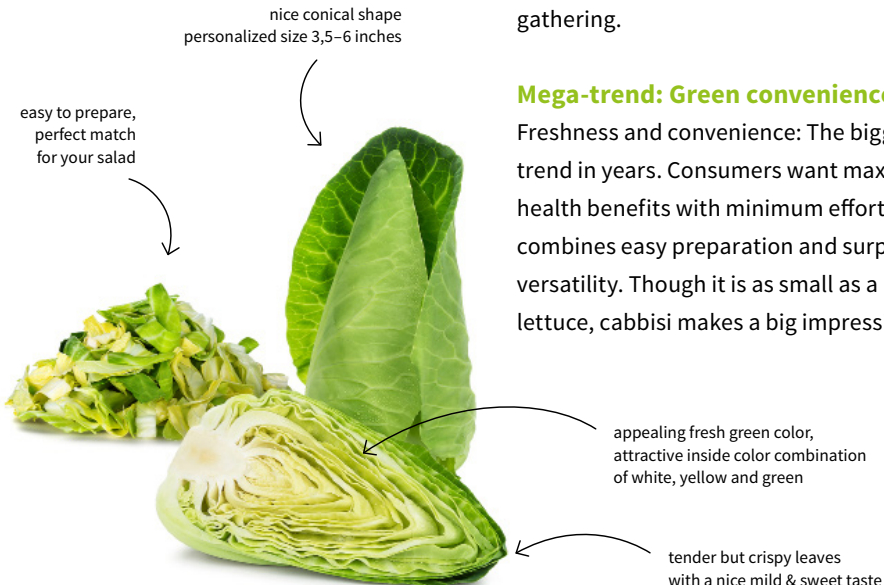
The new kid in town!

cabbisi is new and simply fabulous. It has a mild and crisp taste, a unique nutrient profile, and is the same size as a head of romaine lettuce. It is also simple and fun to prepare – just what modern consumers want.

cabbisi offers the following health benefits in a new food trend. The latest offspring of the cabbage family is rich in vitamin K and antioxidants such as glucosinolates. It has the attributes of lettuce that consumers value so highly, making it quick and easy to prepare – no cooking required. cabbisi is irresistibly trendy and a guaranteed hit at any social gathering.

Mega-trend: Green convenience.

Freshness and convenience: The biggest food trend in years. Consumers want maximum health benefits with minimum effort. cabbisi combines easy preparation and surprising versatility. Though it is as small as a romaine lettuce, cabbisi makes a big impression.





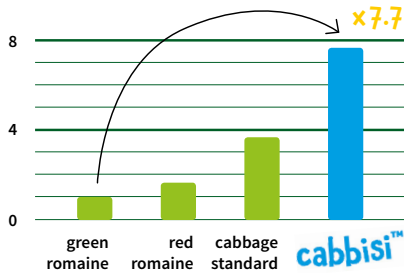
Small but full of power!

Healthy! Easy! Take it cabbisi™!

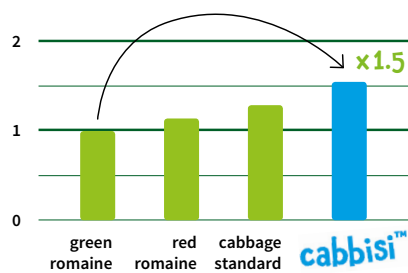
cabbisi is as simple and fresh as lettuce and as healthy as cabbage. Studies prove its added health benefits compared with lettuce: 7.7 times as much vitamin C, 3 times more

vitamin B6, 1.5 times more dietary fibres and 2.21 times more natural sweetness! As a result, cabbisi satisfied the latest trend of consumer demand for healthy and uncomplicated food.

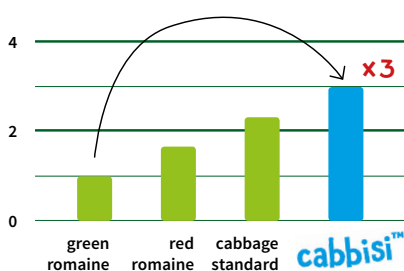
Vitamin C



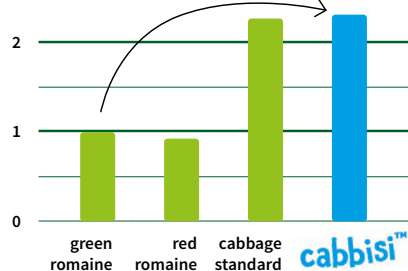
Fibres



Vitamin B6



Natural sugar





cabbisi™ is on its move.



Benefits throughout the whole chain

Grower

- easy to cultivate
- easy handling
- able to grow year round

Retailer

- innovation for the salad category
- year round available
- good shelf life – less wastage
- available in attractive pack options
- liked by consumers
- marketing support available

Consumer

- new innovative product
- extra nutrients for salads
- balanced mild and sweet taste
- appealing crispy texture
- good shelf life – less wastage
- extremely versatile

Growth-focused – All year round!

cabbisi is an innovation in the field, too. For growers, cabbisi combines the ruggedness of cabbage with the cultivation requirements of lettuce. “It can be grown in high densities with short development cycles.” It thrives equally well in Northern Europe as in the south. cabbisi grows and grows, and grows, 12 months a year.

Sound good?

We offer you a year-round supply and support you with expertise and experience. Our chain management team will be happy to advise you.

Our service covers everything from the field to the fork!

www.rijkzwaan.de

cabbisi™ – easy to prepare!



Simply chop and enjoy the mild flavour whether raw or boiled. cabbisi is cool! The latest trend in Europe's kitchens.

Twice as nice: combination packages
cabbisi's nutrient profile makes it the ideal complement to the healthy properties of lettuce. Together, they make a great fitness pairing. Combination packages with lettuce are a new, exciting idea. Other combinations can inspire your customers to try out new recipes. The cabbisi concept – easy to prepare as a salad, wok dish or monk bowl – great.

The packaging: A feast for the eyes.
cabbisi is a salad revolution. And we package it accordingly. That is what customers expect. And we whet their appetite for new taste experiences. Flow packs or high-quality paper packages. "Appetising" packaging design ensures that your customers simply can't resist. On request, we can even design individual packaging for you.



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