

# Salatrio

An attractive lettuce bouquet

Sharing  
a healthy  
future





## Salatrio - a unique concept

A beautiful lettuce head of not one, not two, but three types of lettuce on one root ball. The combination of 3 varieties produces an attractive 'bouquet' with an interesting mix of colours and leaf shapes. Since consumer preferences for specific lettuce types differ significantly around the world, there are several different mixes of lettuce types available to meet local consumer demands.

### **Living lettuce: grown hydroponically**

Salatrio is grown hydroponically – a clean growing method involving no soil, just water (enriched with nutrients). A Salatrio contains three lettuce varieties per pot. These varieties grow well together at roughly the same speed and ultimately form a nice single head with a unique visual appeal.



### Bring colour on the shelf

On the shelf, the colourful Salatrio adds visual interest to the otherwise rather green crispy lettuce category. The clean growing method is enabling Salatrio to be positioned as a 'living lettuce' which is sold with its root ball still attached, resulting in a longer shelf life. When kept in its packaging, Salatrio can stay fresh for up to a week.

### Salanova® inside

Salanova® varieties can also be included in Salatrio mixes. Thanks to the 'one cut, ready' principle, such mixes are even easier for consumers to prepare. They can simply remove the required number of leaves, leaving the rest of the lettuce intact for maximum freshness.

Since this trio of living lettuces is such a novel concept, it's essential to inform consumers about the advantages.

Love my Salad, Rijk Zwaan's consumer platform, is extremely suitable for getting the message across as part of the promotional activities. Besides encouraging consumers to buy Salatrio, it also provides tips for storing Salatrio at home as well as inspiring recipes for using the lettuce in tasty salads and delicious sandwiches.



*Want to learn more about Salatrio & Love my Salad?*

[rijkszwaan.com/  
salatrio-living-lettuce](http://rijkszwaan.com/salatrio-living-lettuce)



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**Meet our  
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