



Candy Ball™

Big flavour, small size

The smart way to enjoy watermelon

Candy Ball is our response to shifting consumer behaviour. With more single and small households, growing demand for healthy snacks and increasing awareness around food waste, the market is ready for a new kind of watermelon.

Candy Ball offers a compact, great-tasting solution of just one to two kilos that fits both modern lifestyles and modern logistics. For retailers, this means more fruits per square meter of shelf space and less need for plastic-packed portions. For growers, it is a single, micro-seeded variety that delivers strong uniformity, reliable productivity and no need for a pollinator.

A practical innovation, designed with the entire chain in mind.
Easy to handle. Easy to sell. Easy to like.

Discover more at

www.rijkszwaan.com/en/page/candy-ball

 **RIJK ZWAAN**