

# Crunchy Lettuce

Premium sweet lettuce with a bite

THE  
CRUNCHY  
LETTUCE  
FAMILY

Sharing  
a healthy  
future



Crunch up your dish

## In Retail & Out of Home

Mini Crunchy Lettuce varieties can be marketed as Snack and Wrap lettuce concepts. Adding excitement to retail shelves and inspiring consumers to enjoy lettuce in other tasty ways and moments, like as tapas and breadless wraps.







Attractive alternative to Cos or Iceberg

## Best of both worlds

Its leaves are just as long and green as those of a Cos lettuce, both on the outside and the inside. In addition, they have the crisp and crunchy bite of an Iceberg lettuce, and these combined characteristics create an excellent taste experience.

### **Grower: for soil and hydroponics**

With Crunchy lettuce growers can differentiate from other lettuce commodities. The oval shape is very suitable for mechanical harvesting of whole heads or single leaves.

And Crunchy lettuce is the Iceberg alternative for hydroponics.

### **Retail**

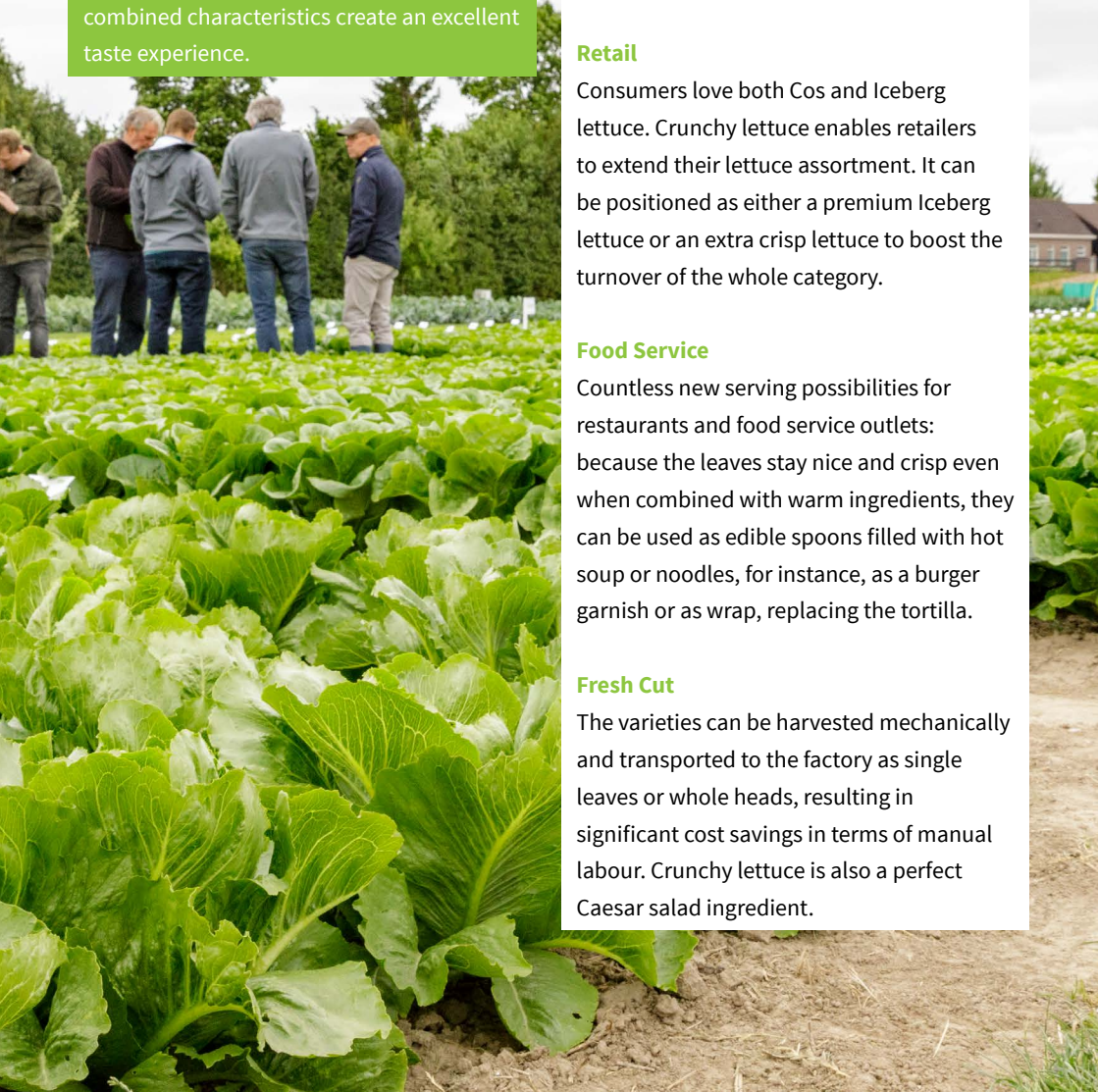
Consumers love both Cos and Iceberg lettuce. Crunchy lettuce enables retailers to extend their lettuce assortment. It can be positioned as either a premium Iceberg lettuce or an extra crisp lettuce to boost the turnover of the whole category.

### **Food Service**

Countless new serving possibilities for restaurants and food service outlets: because the leaves stay nice and crisp even when combined with warm ingredients, they can be used as edible spoons filled with hot soup or noodles, for instance, as a burger garnish or as wrap, replacing the tortilla.

### **Fresh Cut**

The varieties can be harvested mechanically and transported to the factory as single leaves or whole heads, resulting in significant cost savings in terms of manual labour. Crunchy lettuce is also a perfect Caesar salad ingredient.



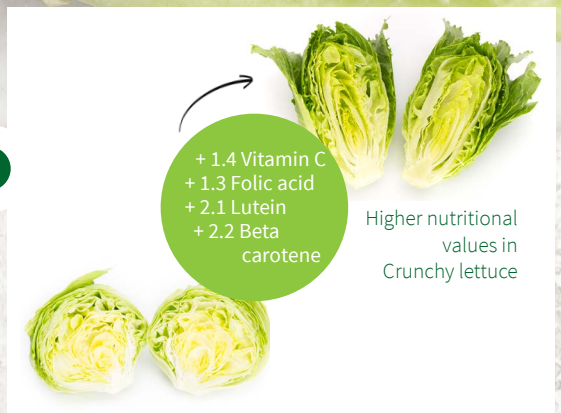


### Nutrition Facts

- Equal nutritional value as Cos lettuce
- Higher nutritional value compared to Iceberg lettuce

### Shelf life

- Shelf life of the heads in store is similar to Iceberg and better than Cos lettuce
- Keeps well without plastic packaging





## Appearance and Taste

- Green, both on the outside and the inside
- Head shape and size of Cos
- Crunchiness of Iceberg
- Sweetness of Cos lettuce



*New for Hydro 41-CR3302 RZ (t)*

# Meet the Crunchy Lettuce Family

Variety name	HR Resistances	IR Resistances
<b>Maxi</b>		
CORONITA RZ	Bl:16-30,32-35,37EU/Nr:0	
GALACTITA RZ	Bl:16-34,36EU/Nr:0	LMV:1
MALENITA RZ	Bl:16-37EU/Nr:0	
VERODITA RZ	Bl:16-30,32,33EU/Nr:0	Ss (Rs)
CRUNCHITA RZ	Bl:16-30,32,33EU/Nr:0	
<b>Midi</b>		
CALESITA RZ	Bl:16-37EU/Nr:0	
GABITA RZ	Bl:16-37EU/Nr:0/Pb	
<b>Small</b>		
TENDITA RZ	Bl:16-20,22-25,29,30,33-37EU/Fol:1/Nr:0	
CHICARITA RZ	Bl:17,18,22,24,25,29,30,33-35,37EU/Fol:1/Nr:0	LMV:1
CINDITA RZ	Bl:16-37EU/Fol:1/Nr:0	
GUAYABITA RZ	Bl:16-37EU/Fol:1,4/Nr:0/Pb	
NEURITA RZ	Bl:16-37EU/Nr:0	Fol:1
ERUDITA RZ (t)	Bl:16-30,32,33EU/Fol:1/Nr:0	Ss (Rs)
PAMELITA RZ (41-CR2360) (t)	Bl:16-30,32,33EU/Fol:1/Nr:0	
ZIKITA RZ (41-CR2239) (t)	Bl:16-37EU/Fol:1/Nr:0	
41-CR2283 RZ Knox (t)	Bl:16-37EU/Fol:1/Nr:0	
<b>Small for HYDROPONICS</b>		
41-CR3302 RZ (t)	Bl:17,18,22,24,25,29,30,33-35,37EU/Fol:1/Nr:0	
41-CR3326 RZ (t)	Bl:16-31,34,36EU/Fol:1/Nr:0	



Knox™ is a lettuce trait which delays the pinking on fresh wholehead and fresh cut lettuce. Resulting in longer fresher looking lettuce

(t) = For trial purposes only; not for commercial use of the variety

For more information please contact your local Rijk Zwaan specialist or one of our global lettuce specialists below:

### **Americas**

Wim Grootcholten  
w.grootcholten@rijkszwaan.nl

### **Asia & Oceania**

Jos van der Knaap  
j.van.der.knaap@rijkszwaan.com

### **Latin America**

Rick Rutten  
r.rutten@rijkszwaan.nl

### **North & Central East Europe**

Peter Sonneveld  
p.sonneveld@rijkszwaan.nl

### **Southern Europe, Middle East & Africa**

José Enrique Colomina Pérez  
j.colomina@rijkszwaan.es

### **Global Account Manager Lettuce**

José Luis Sáiz Moya  
j.saiz@rijkszwaan.es

### **Marketing Specialist Leafies & Convenience**

Bauke van Lenteren  
b.van.lenteren@rijkszwaan.nl

**Meet our  
Lettuce  
Team**



Rijk Zwaan's descriptions, illustrations, growing advices and any other information in whatever form for example on expiry, sowing, planting and harvesting dates are based as precisely as possible on experiences in trials and in practice. However, Rijk Zwaan does not accept in any case liability for damages resulting from the use of such descriptions, illustrations, growing advices and information. The buyer/user itself is responsible for proper storage of the seeds and will be deemed to determine whether the products and growing advices are suitable to be used for the intended cultivations and under the local conditions.

Rijk Zwaan Distribution B.V., PO Box 40, 2678 ZG De Lier, The Netherlands - [www.rijkszwaan.com](http://www.rijkszwaan.com)