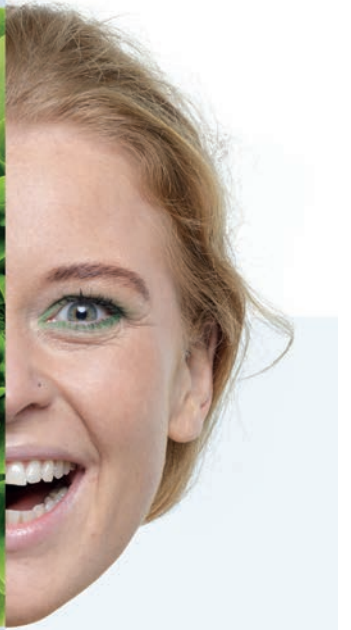


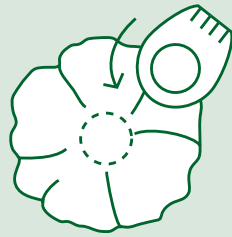
All about  
the leaves

Salanova<sup>®</sup>





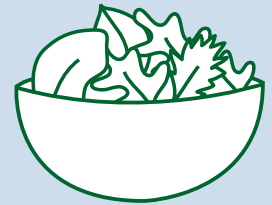
Step 1



Step 2



Step 3



Attract and retain consumers with the easy one cut, ready salad cutter. Great for POS demonstrations.



## One cut, ready

With just one cut at the base, Salanova lettuce separates into multiple tasty, ready-to-eat, evenly proportioned, baby-size leaves. Compared with normal lettuce, Salanova leaves are not only smaller, but there are also many more of them. This offers tremendous advantages for everyone involved in the vegetable chain, including processors, retailers and, ultimately, consumers.



**Salanova® is the brand for a range of lettuce. The brand stands for delicious and fresh lettuce which offers extra convenience thanks to the 'One cut, ready' principle resulting in numerous baby-sized leaves. The range consists of various lettuce types like Salanova Butter and Crispy. All of these are available in red and green, and have exceptional additional features such as three to four times more leaves than normal lettuce.**

#### **A range of colours, shapes and textures**

Many different types of Salanova are already available – including Butter, Lollo, Crispy, Batavia and Oak leaf – ensuring a varied choice of shapes, colours and textures, and the Salanova range is continually expanding. Since Salanova lettuce can be grown indoors as well as outdoors, it is possible to supply it all year round. Our breeders are constantly fine-tuning important traits, including disease resistance, shape, colour and production. They are also working to develop a more upright plant habit to capitalise on the shift towards mechanical harvesting and hydroponic cultivation.

#### **Uniform and strong**

The 'One cut, ready' principle is a huge advantage for processors. During mechanical harvesting or in the factory, leaves are cut above the core, resulting in uniform, loose leaves immediately ready to be washed and packed. Because of their small size, Salanova leaves are comparable to baby leaves, but they are stronger when mature, have a more pronounced 3D structure and offer a better shelf life plus a higher yield.





# All about the leaves



Salanova<sup>®</sup>  
butter



Salanova<sup>®</sup>  
oak



Salanova<sup>®</sup>  
lollo



Salanova<sup>®</sup>  
crispy



Salanova<sup>®</sup>  
batavia

## Advantages for the grower

- Continuous extension of the range with new types and disease resistances
- Opportunity to diversify, unique product
- Machine harvestable

## Advantages for the retailer

- Unique product
- Perfect product for attractive in store demonstrations
- Fits the current green and healthy trend
- Many varieties available in two colours
- Adds value to the lettuce category
- Excellent shelf life
- Available all year round
- Branding tools available for online and offline promotion

## Advantages for fresh cut processors

- Time convenience due to One cut, ready principle
- Better shelf life compared to babyleaf
- Ongoing product development

## Advantages for foodservice

- Time convenience due to One cut, ready principle
- Strong shelf life compared to babyleaf for e.g. salad bars
- Variation of taste

## Advantages for the consumer

- Convenient preparation due to One cut, ready principle
- Freshness of whole lettuce
- Variation of taste and textures



## Branding tools

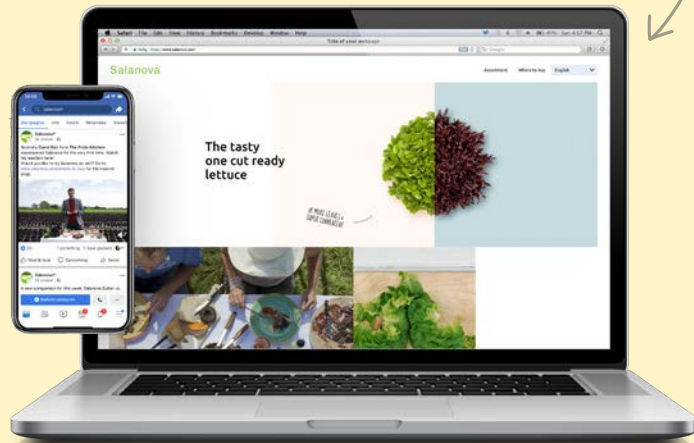
Several tools are available to help partners engage with the Salanova fan base. Because the on-shelf product presentation immediately impacts sales, support in packaging and presentation is available. Recently, the surprising Salanova campaign has been launched, to create synergy between online and offline branding activities, by strengthening the connection between online fans and retail sales. The campaign is available for any partner to use.

On and off-line marketing attracts, inspires and retains salanova buyers



salanova.com

An active community of salanova fans share their healthy-eating tips and experiences on social media every day



## Do you have any questions, would you like more information or a sample?

Then visit [salanova.com](https://www.salanova.com) or contact one of the Rijk Zwaan contact persons or send an e-mail to [info@salanova.com](mailto:info@salanova.com).



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