



A refreshing, sweet delight!

Sharing a healthy future





Piel de Sapo melon

mellissimo[®] is a new concept of Piel de Sapo melons with an excellent taste and a convenient size.

Ricura RZ is the first variety within the **mellissimo**[®] concept.



mellissimo[®] attributes small in size, huge in flavour!

Excellent taste and high sugar content.

Convenient size:

- Green-house: 1-2kg.
- Open-field: 1.5-2.5kg.

Nice oval shape with lengthwise netting.

Typical “Piel de Sapo” external colour with olive and brow highlights.

Year-round availability.



Quality and trazability system:

mellissimo® producers self-imposed a quality protocol and are audited externally.

Identification and diferenciation throughout the commertial chain.

The boxes (package) of **mellissimo**® are identified by the trazability stamp.

mellissimo® producers collaborate aiming the best quality.

Bring value to the producer and private brands.



Consumer benefits:

Reliably good taste, certainty of flavour.

The right size.

Consistent quality throughout the year.

Whole fruit (No portions).

Mediterranean experience.



Trader and Retailer benefits:

Reliable concept in its attributes.

Recognition of the product in the supply chain by the trazability stamp on the boxes.

High-quality melons, the way to consumer satisfaction. Fidelization.

Year-round availability.

More reliability in supplies (variety range specifically bred for markets that require smaller sizes).

Very good shelf life.



Grower benefits:

Varieties with a wide range of resistances to diseases, bred for markets that require smaller sizes.

Crop protocol to support you.

New opportunity in growing markets.



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