

surprisingly  
**sweet**  
pepper

# LIFE IS SWEET

SweetPalermo®



# See, feel and taste the difference

## **SURPRISINGLY UNIQUE**

It has taken many years of breeding, but the result was worth waiting for: Sweet Palermo. This unique and tasty pointed pepper is now within everyone's reach thanks to the formation of the Sweet Palermo Growers Group, an exclusive network of growers all of whom are specially qualified to produce the Sweet Palermo. Each grower guarantees a consistent quality and availability of this tastiest pepper ever produced.

# Different to look at

*Sweet Palermo is recognisable by its characteristically twisted neck*

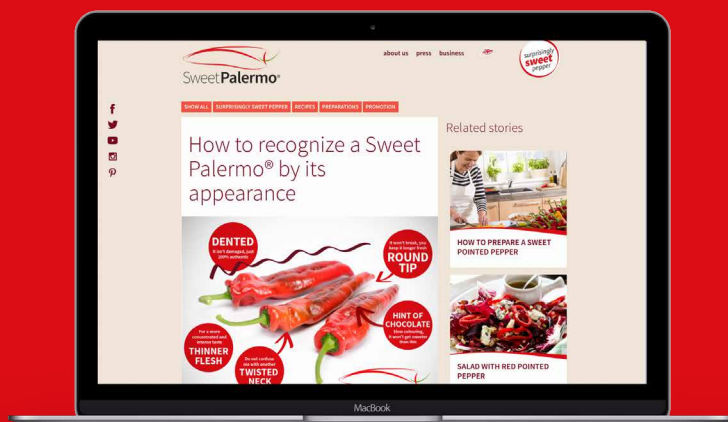
# Different when cutting

*It has a softer skin and very few seeds inside*

# A different taste

*The Sweet Palermo has – as its name suggests – a deliciously subtle sweetness*

The Sweet Palermo is different from a regular pointed or blocky pepper. A panel of experts from the Wageningen University & Research Centre has also established that Sweet Palermo has a unique flavour. Moreover, the Sweet Palermo is high in vitamin C. It contains vitamin A and E, folic acid and magnesium, as well as beta-carotene and potassium. All of these characteristics make the Sweet Palermo a pepper which can be enjoyed on many more occasions and in many different ways than a regular pepper.



A man with short blonde hair, wearing a maroon t-shirt and a beige cardigan, is smiling and looking at a tablet computer. He is standing in a kitchen. In the foreground, there is a white bowl with a red rim containing cooked chicken pieces topped with yellow peppers. Next to it is a grey bowl with fresh vegetables like garlic and parsley. The background shows a kitchen counter with a wooden cutting board and a red pepper.

*Surprisingly  
satisfying  
in every dish*

## **SURPRISINGLY SWEET**

After one bite of the Sweet Palermo, consumers are hooked. The explanation lies in the science-based 'brix values' (numbers expressing the natural sugar content of a foodstuff). The Sweet Palermo achieves a brix of 9 (the sweetest regular blocky pepper has a maximum brix of 7) but with less than 40KCal per fruit.

## **SURPRISINGLY EASY**

The Sweet Palermo is aligned with the convenience trend. People nowadays are opting for quick meals during the week and 'slow cooking' at the weekend, so the Sweet Palermo is a handy ingredient in the kitchen seven days a week. It is quick and easy to prepare and use in cooking, and tasty as a stand-alone treat or snack too. Thanks to its skin being thinner than a regular pointed or blocky pepper, it has a softer bite, plus there are hardly any seeds inside. Moreover, a delicious pepper-based meal can be on the table within just 10 minutes. Then the chef simply sits back and enjoys the compliments!

## **SURPRISINGLY VERSATILE**

In food magazines, cookery books and cooking programmes, vegetables are increasingly being presented as the preferred main ingredient or focal point of a meal, without any need to compromise on taste. The Sweet Palermo is an excellent fit with this new approach. It adds flavour to a wide variety of hot and cold dishes. It can be cooked, stir-fried, grilled, steamed, roasted and barbecued. Chopped or sliced into cubes, strips or rings, it adds a surprisingly sweet accent to salads as a raw ingredient, or it can be served as an appetiser. Stuffed peppers are the perfect accompaniment to drinks, for instance; the long pointed pepper is great for filling, using minced meat and feta for example. It's also ideal for use in sandwiches.

# The Sweet Palermo brand, a strong image!



## SURPRISINGLY PACKED

The Sweet Palermo range is continuously expanding with new colours. Recently the yellow Sweet Palermo was added to the assortment and soon orange and chocolate-coloured Sweet Palermos will join the range. The new colours offer tremendous options for creative product mixes and packaging. Many different packaging designs are available to inspire chain partners. An overview of the packaging inspiration is included in the packaging brochure.

## Extra service and sales support

To support Sweet Palermo and the recognition amongst consumers, there is a dedicated website [www.sweetpalermo.com](http://www.sweetpalermo.com). The website provides inspiration on preparing Sweet Palermo, recipes, background information and current promotions. Social media channels on Facebook and Instagram support the website by attracting visitors. Furthermore, a dedicated part of the website supports the Sweet Palermo Growers Group with promotional materials, packaging designs and downloads.



*Inspirational packaging with colourmix seasonal sleeve*

*Inspirational packaging with colourmix country flag sleeve*

# SWEET PALERMO GROWERS GROUP

With Sweet Palermo we are responding to the increasing trend towards fruit and vegetables with a naturally sweet taste. This demand has already been addressed successfully by product innovations such as snack tomatoes and children's apples. The sweeter, richer flavour makes Sweet Palermo ideal for many occasions – including as a healthy snack. With its soft skin and fewer seeds it opens up even more opportunities. This makes the Sweet Palermo a premium product that the market is ready for, and which can command a higher price.

By working together as chain partners on the success of Sweet Palermo, we can combine our competitive strengths and secure a preferred position. The exclusive Sweet Palermo Growers Group ensures continuity in terms of both quality and availability. For more information about sourcing opportunities and terms & conditions, please contact your local Rijk Zwaan chain manager.

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Sweet Palermo is a registered trademark from Rijk Zwaan

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