

A bouquet of Salatrio lettuce, featuring a mix of vibrant green and deep red leaves, is presented in a clear glass vase. The lettuce is set against a background of white square tiles. The text 'Salatrio™' is overlaid on the left side of the bouquet.

Salatrio™

An **attractive**
lettuce bouquet

 **RIJK ZWAAN**

Salatrio

a **unique** concept

Discover the unique allure of our Salatrio – a single root ball hosting three distinct lettuce varieties, creating an appealing ‘bouquet’ with a diverse mix of colours and leaf shapes.

Recognizing the global variation in consumer preferences for lettuce, we offer an extensive range of over 60 lettuce type mixes. This comprehensive selection is designed to cater specifically to local consumer demands, providing a versatile solution for your market needs.



Living lettuce: grown hydroponically

Salatrio is grown hydroponically – a clean growing method involving no soil, just water (enriched with nutrients). A Salatrio contains three lettuce varieties per pot. These varieties grow well together at roughly the same speed and ultimately form a nice single head with a unique visual appeal.

Over 60 attractive and colourful mixes




It all comes down to the perfect balance, so hundreds of new Salatrio mixes are continuously being trialled at Rijk Zwaan's hydroponic research stations. The ideal mixes are always based on preferences. We select sweet, crisp and juicy green varieties that remain compact, allowing the red lettuce varieties sufficient room to grow. This results in a beautiful 'bouquet' of different colours, textures, flavours and leaf shapes. Lastly, to ensure that we meet the demands of shoppers as well as retailers, we put all these mixes to the real test: consumer tastings in conjunction with our sensory panels.

Since this trio of living lettuces is such a novel concept, it's essential to inform consumers about the advantages.

Veggies First, Rijk Zwaan's consumer platform, is extremely suitable for getting the message across as part of the promotional activities. Besides encouraging consumers to buy Salatrio, it also provides tips for storing Salatrio at home as well as inspiring recipes for using the lettuce in tasty salads, soup or delicious sandwiches.





Salanova® mix

- Green Crispy
- Green Butter
- Red Oakleaf

Salanova® mix

- Green Crispy
- Red Butter
- Red Oakleaf

Classic mix

- Lollo Bionda
- Lollo Rossa
- Red Oakleaf

Salatrio opportunities



Colourful visual appeal through unique mixes

On the shelf, Salatrio, with its vibrant colours, introduces visual interest to the predominantly green crispy lettuce category. Its clean growing method allows Salatrio to be positioned as a 'living lettuce,' sold with its root ball still attached, ensuring an extended shelf life.



Suitable for hydroponic and vertical farming

Salatrio is cultivated hydroponically, a clean and soil-free growing method utilising nutrient-enriched water. Each Salatrio pot contains three lettuce varieties that harmoniously grow together, forming a visually appealing single head. This unique combination offers consumers an attractive living lettuce option.



Salatrio mixes featuring Salanova® varieties

Salanova® varieties are seamlessly incorporated into Salatrio mixes. Following the 'one cut, ready' principle, consumers can effortlessly prepare these mixes by removing the desired leaves while leaving the remaining lettuce intact for maximum freshness.

Meet our Lettuce team



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