

...switch to a higher bean standard!

Greentense™ raises the bar for bean standards in many respects, making it a safe bet that adds value throughout the whole chain.



Contact

Please contact your local representative for more information.

Crop Coordinator

Manolo Correa Correa
m.correa@rijkzwaan.es
+34 670 991822

Marketing Specialist

Mathilde Tournebize
m.tournebize@rijkzwaan.nl
+31 6 23995135

Greentense beans with pomegranate & nuts



For the recipe visit our website:
www.lovemysalad.com

greentense™

All the ingredients for intense success



Intense colour

Natural sweetness

Convenient preparation



RIJK ZWAAN

Rijk Zwaan Distribution B.V. | P.O. Box 40 | 2678 ZG De Lier | The Netherlands | www.rijkzwaan.com

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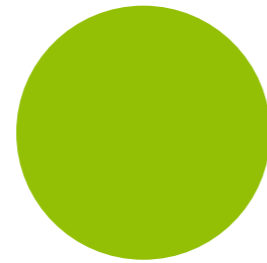
Sharing a healthy future



RIJK ZWAAN



...all the ingredients for intense success



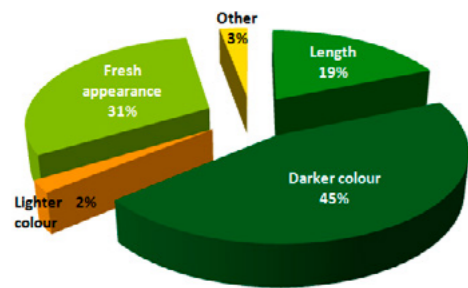
Greentense is an attractive dark-green pole slicing bean that catches the eye in fresh produce displays. Research has confirmed that it stands out thanks to its intense colour, flavour, nutritional values, convenience, versatility and shelf life.

Intense colour

Greentense has a higher chlorophyll content, giving it an intensely attractive dark-green colour that is immediately recognisable in fresh produce displays.

Natural sweetness

Due to its high sugar content, Greentense has a naturally sweet flavour combined with a fresh and juicy bite.



Reasons for buying Greentense, consumer research in Germany, May 2015

Nutritional

Biochemical research has demonstrated that Greentense contains more provitamin A carotenoids and more vitamin K than other pole slicing beans, making it a very nutritional ingredient.

Convenient preparation

As a stringless pole slicing bean, top and tail trimming is all the preparation that Greentense beans need, making them convenient for consumers and processors alike.

Versatility

In addition to being sold unprocessed, Greentense can also be marketed fresh-cut, either on its own or as a component of vegetables mixes.

Good shelf life

Greentense offers a good shelf life, helping to improve efficiency and reduce waste at the point of sale.



Helping you to achieve success with Greentense!

With our knowledge, experience, market research and biochemistry data, we are happy to support you with the right positioning to ensure Greentense's successful market launch!

