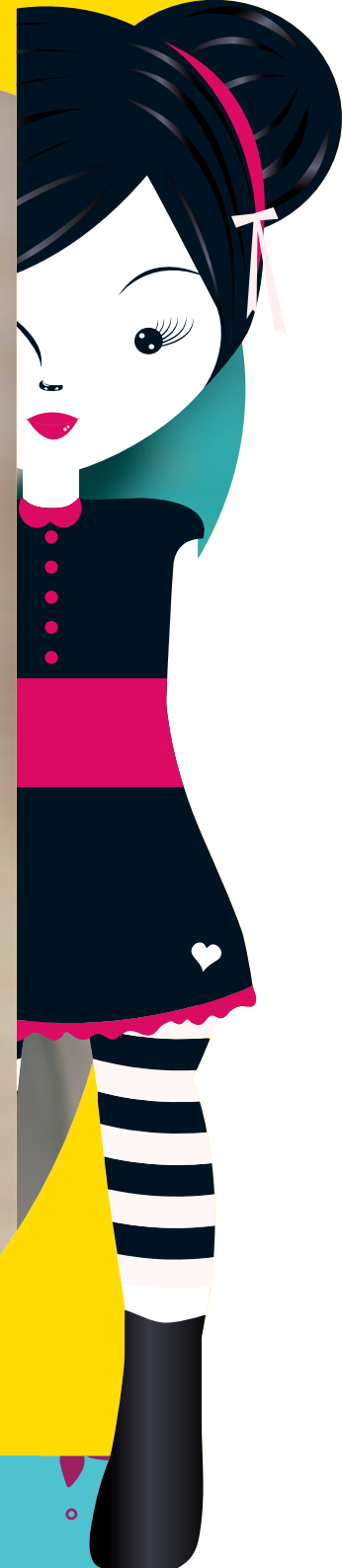


**Silky  
Pink**  
シルキーピンクトマト



**Silky Pink® Tomato**  
How East meets West



**While on our frequent travels, we discover many surprising ingredients and local dishes: lasting memories of the regions we visited. Upon our return we share our experiences, fuelling our creative breeding process to reproduce the flavoursome dishes with our own products.**

## The Silky Pink range

### Did you know?

In most Western countries, tomatoes are red. Or, by way of exception, yellow or orange. But in Eastern Europe and Asia, tomatoes are above all... pink. In those regions, pink tomatoes are regarded as a premium smoother and tastier version of their red counterparts.

Asian restaurants serve pink tomatoes in their purest form: simply sliced and presented on a plate with wooden cocktail sticks – not only as a side dish, but also as a dessert.

### Combining the best of two worlds

With Silky Pink, Rijk Zwaan offers a unique set of pink tomato varieties in which we have combined the well-known taste characteristics from our varieties like Amoroso RZ and Roterno RZ with the unique flavour and complexity of Japanese pink tomatoes. Silky Pink tomato gets its distinctive colour from the pink, juicy flesh which is visible through its translucent, shiny skin. A mild hint of sourness combined with natural sweetness and gentle aroma results in a silky-smooth taste.

### Set your imagination free

Silky Pinks are a great ingredient for a multitude of flavour creations. Have you ever tried Pink Bruschetta? Or how about a Purple Pink Salad made from Silky Pink tomatoes, red onion, Red Oak Salanova and chopped radishes? Visit [www.lovemysalad.com](http://www.lovemysalad.com) for more inspiring recipe ideas...

## Silky Pink in the chain

### Cultivation

Silky Pink Cocktail and Silky Pink Fine Truss compare well against the leading commercial varieties in the same segment. Silky Pink Cocktail has a strong plant that produces nice, flat trusses, a good early yield and a high overall yield. Silky Pink Fine Truss is a strong generative, relatively tall plant with excellent setting.

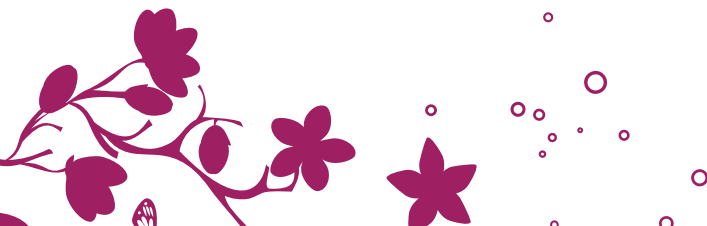
### Retail

Silky Pinks have enough distinct characteristics to deserve their own space on the shelves alongside their red counterparts:

- Taste that has proven to be popular
- Versatility
- Support during the test phase and launch:
  - Test sampling
  - Cardboard Silky Pink display
  - Silky Pink storytelling packaging
  - Provided by Love My Salad recipe cards
  - Link to consumer portal [www.lovemysalad.com](http://www.lovemysalad.com)
  - In-store promotion and test analysis
  - Barcode, QR code.

### Food service

The unique characteristic of Silky Pink tomatoes is the smooth taste that comes from the balance between juiciness, brix rating and sourness. In addition, the tomato has a firm bite, making it a versatile ingredient that works well with other components in a wide variety of salads, side- and oven dishes.



**COMMENTS FROM CONSUMER RESEARCH\*\*:**  
“Nice bright colour”, “Makes me think of sunshine and summer holidays”, “Juicy”, “Summer, sun-ripened”.

**Application:** “Salads” “Simply the best, with the most flavour and the best bite”, “Fuller and more rounded flavour”  
\*\*) ConsumerVoice, (Consumer responses to pink tomatoes), 10-9-2012



**silky  
pink**  
シルキーピンクトマト





## Silky Pink Cocktail



Segment	Truss cocktail
Variety	72-175 RZ F1
Weight	40-45gr
Vigour	Strong
Crop type	Vegetative
Yield*	****
Brix	****
Wageningen University taste model	*****
Shelf life	***
Lycopene	***
HR	ToMV:0-2/Ff:A-E/Fol:0,1/ For/Va:0/Vd:0/Si
IR	On (ex Ol)/Ma/Mi/Mj

## Silky Pink Fine Truss



Segment	Truss intermediate small
Variety	Hibachi RZ F1
Weight	95-100
Vigour	Strong
Crop type	Generative
Yield*	***
Brix	***
Wageningen University taste model	****
Shelf life	***
Lycopene	***
HR	ToMV:0-2/TSWV/Ff:A-E Fol:0,1/For/Va:0/Vd:0
IR	Lt/On (ex Ol)

\*) In comparison with leading variety in the same segment, \*\*\* is equal

## Contact

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supporter