

## Agro Selections Fruits launches new brand REGAL'IN™

Departing from the intuition that semi-sweet, sweet, aromatic and slightly acid flavours are the most universally popular amongst consumers, Agro Selections Fruits is launching a new brand aimed at identifying fruit that fulfils that concept: REGAL'IN™.



Since 1986, breeders Arsene and Laurence Maillard have worked in the breeding of nectarine and peach varieties with round and flat shapes, yellow and white flesh, semi-sweet and aromatic flavours and presented in attractive packaging. The concept later expanded to include apples, cherries and apricots, with many varieties covering the entire season, from the earliest to the latest.

The brand is thus able to supply a consistent quality all year round with a product that retains its firmness for longer, which results in a longer shelf life. The fruit offers great value and very significant production volumes, with potential to reach 100,000 tonnes over 5 years only for Europe (France + Spain).

Plants are grown by a network of authorised nurseries in France and Spain under contract from Agro Selections Fruits, which are duly monitored and supervised to ensure that the minimum requirements for each variety are met. The marketing is also highly structured, with defined strategies for each season.

REGAL'IN™ is growing strongly in the European markets; the target for 2014 is higher than 3000 tonnes. Some of the main supermarkets which have deals for the sale of REGAL'IN™ varieties include Waitrose in the United Kingdom, Edeka in Germany, Alcampo in Spain and Auchan, E.Leclerc and Intermarché in France.

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