



KISSABEL®: EXCITING NEW APPLE RANGE RETURNS TO FRUIT ATTRACTION

Visitors to the Madrid exhibition can sample new-season by visiting the stand in **Hall 8, Stand 8F01F**

Following last year's successful launch at the **Fruit Attraction** trade fair in Madrid, Kissabel®, the exciting collection of red- and pink-fleshed apples marketed by Ifores Consortium, returns to the show on **22-24 October 2019**.

Kissabel® is a unique, premium quality range of apple varieties which differ in flesh shade, skin colour, flavour and harvesting period. A wide assortment which visitors to the exhibition will be able to taste on the stand (**H 8, S 8F01F**), and appreciate the quality of the 2019 European harvest.

Kissabel® apples are marketed by **IFORED Group**, which brings together some of the world's biggest and best-known fresh apple suppliers: Alliance Mesfruits Gerfruit and Blue Whale in France; Greenyard and Worldwide Fruit in the UK; Fenaco in Switzerland; La Trentina, Melinda, Rivoira, VI.P and VOG in Italy; Nufri in Spain; Elbe-Obst, ELO, Landgard, MaBo, MAL, OGM, VEOS, VOG and WOG in Germany; Mono Azul in Argentina; Unifruitti Traders in Chile; Dutoit in South Africa; Yummy Fruit Company in New Zealand; Montague Fresh in Australia; and Next Big Thing in USA and Canada.

Kissabel® is the product of more than two decades' varietal research conducted using completely natural methods by French breeder IFO.

PRESS RELEASE