



ENJOY THE RED
SURPRISE INSIDE



For more infos please contact:
info@redmoon-apple.com

www.RedMoon-apple.com

Red Moon® Surprise Inside®
New red flesh apple varieties program

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New red flesh apple varieties program

Red Moon® is a new umbrella brand for a series of red flesh apples. They are perfect for 2 aspects:

- They are of good eating quality, and have a good storage till the spring;
- They are good for processing, as they do not oxydate: the red flesh colour keeps the red by the time; also the packout is very good.



Fresh

The basis for a success is for sure a top product. The other side is a necessary good promotion, as red flesh is a non evident characteristic, and you need to explain: that's why SURPRISE INSIDE was invented and trademarked, in fact the consumer gets the surprise of the red flesh once he bites into the fruit.



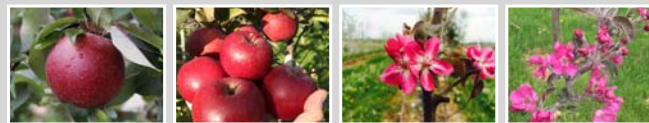
Transformed products (cider, juice, chips, etc.)

The processing industry is very interested, contracts with big companies for juice and cider have been signed. There is more to come for chips and cakes, indeed from autumn 2016 on the group will be able to deliver fruit in bigger volumes.



Plantings

10 hectares of test orchards of 2 main varieties have been planted in last weeks (autumn 2015) in Italy, in an own company: it is about understanding last details of production techniques. Secondly, it's about creating a showroom to show to most important customers and retailers the novelties. All continents are getting plant material through quarantine.



Origin and people with visions

The varieties are bred by French Jean-Luc Carrieres and Escande nursery. Together with the Dutch consultant Hans Scholten, Italian marketer Fratelli Clementi and KIKU Variety Management of Braun brothers, known for the global brand KIKU, the RED MOON COMPANY has been formed.



From left: Jürgen and Thomas Braun (KIKU Variety Management), Benoit Escande (Escande Nursery), Jean-Luc Carrieres, Hans Scholten, Luis Clementi (Fratelli Clementi), Stefan Klotz (KIKU)

The group brings together know how of the whole supply chain, know how in managed and branded varieties, as well as global partnerships.

Quality is the credo of the group, wanting to positively "shock" the consumer, create new consumption, which only works with highest quality. There is more breeding for the future of new and stunning red flesh varieties.

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ESCANDE NURSERY (France)
FRATELLI CLEMENTI (Italy)
KIKU VARIETY MANAGEMENT (Italy)
HANS SCHOLTEN CONSULTING