



Spain, Morocco, Portugal:
Alberto Cuadrado
a.cuadrado@rijkszwaan.es
+34 670 991 819

Germany and Austria:
Andreas Müller
a.mueller@rijkszwaan.de
+49 171 195 5724

**Germany, Eastern Europe,
Scandinavia and Switzerland:**
Jörg Werner
j.werner@rijkszwaan.de
+49 171 212 2517

France:
Romain Harrault
rharrault@rijkszwaan.fr
+33 646 302 589

Italy:
Paride Zamagna
p.zamagna@rijkszwaan.it
+39 335 826 72 79

**Romania, Poland,
Bulgaria and Croatia:**
Doreen Sieber
d.sieber@rijkszwaan.de
+49 170 639 1691



A refreshing, sweet delight!





mellissimo is a new concept of Piel de Sapo melons with an excellent taste and a convenient size.
 Ricura RZ is the first variety within the **mellissimo** concept.



mellissimo attributes

Small in size, huge in flavour!

- Excellent taste and high sugar content
- Convenient size: 2kg (1.5-2.2kg)
- Nice oval shape with lengthwise netting
- Typical Piel de Sapo external colour with olive and brown highlights
- Varieties specifically bred for markets that require smaller sizes
- Varieties adapted to the different growing areas



Consumer benefits:

- Reliably good taste, certainty of flavour
- Consistently good appearance and the right size throughout the season.
- Uniformity, easier recognition

Retailer benefits:

- Reliable concept/brand in its attributes
- Recognition of the product in the supply chain by the concept/brand
- High-quality melons, the way to consumer satisfaction



Grower benefits:

- Varieties with a wide range of resistances to diseases, bred for markets that require smaller sizes
- Crop guide to support you
- Rustic varieties with a long harvesting period

Trader benefits:

- Satisfying your customers' expectations
- More reliability in supplies (variety range bred for markets that require smaller sizes)
- Very good shelf life



Standard melon

