



**jingold**<sup>TM</sup>  
ITALIAN YELLOW KIWI

Yellow, the best colour to represent the sun and its warmth....

Then sweet, without any sournesses, sound and juicy.

That's the way Jingold flesh presents itself, with an extraordinary refreshing taste and no acidity.

An immediate attraction for grown up people that appreciate its extraordinary healthy properties, it likes as well to babies for its sweetness and its golden appearance

**Jingold: the best and tasty colour for kiwi**



# The product

After a long natural selection program and the successful experimentation carried out by the Italian University of Udine, the Italian yellow flesh kiwi Jingold arrives on the market.

Thanks to its high sugar brix, its extraordinary content of vitamin C, to the fresh and juicy taste and the very long shelf life, this fruit has all requirements to gain the preferences among consumers.

Jingold is particularly rich of vitamins and mineral salts and if we compare it to other kiwi varieties, it offers a much higher content of vitamin C.

Jingold possesses also a high content of vitamin E that permits this fruit to develop a fantastic antioxidant action that contrasts free radicals giving to our organism biological balance and wellbeing.



# The project

The Kiwigold Consortium holds the worldwide exclusivity for the production and commercialization of the yellow flesh kiwi Jingold.

This Consortium has been created from the alliance of some Italian leader companies in the Fruit & Vegetables business.

The project provides the production development in those very productive soil areas located in Italy and in the rest of the world, whether in the Northern either in Southern Hemisphere, with the aim to warrant to the market a constant offer of the yellow flesh kiwi all year long.

Production development occurs mainly in Italy with planted areas in Emilia Romagna, Lazio and Calabria and in South America with growing areas in Chile and Uruguay.



Jingold is a name that talks about high quality with a very recognizable brand born by a visual system based on a chromatic code that attracts immediately consumer attention and increase the unique characteristics of this product.

The Jingold advertising campaign includes investments in merchandising initiatives through promotional material and instore fruit tasting assisted by promoters.



# Traceability

To better control and manage the whole growing process, the Kiwigold Consortium assembles all interested actors, from the production into fields until the commercialization committed in exclusivity to Naturitalia.

The Jingold field disciplinary and the certifications concerning growing processes, guarantee to the product itself a full and correct traceability of the product and a complete food safety from the fields up to the consumers table.



A qualified technical management assistance and an effective control system, from the fields until pack houses and distribution, guarantee to the Jingold kiwi consumer a high and uniform quality standard.



All producers must observe very strict production and packaging rules contained into the Jingold growers disciplinary.

The Kiwigold Consortium has a technical staff that decides when the best period to begin harvest comes in order to reach the best distribution period based on pre-established ripening index with the aim to guarantee the best quality product to the final consumer.

# Technical report



<b>Availability</b>	November - May
<b>Taste characteristics</b>	Well balanced sweet taste
<b>Best storage temperature</b>	-0,5 °C / +0,7 °C
<b>Relative humidity</b>	> 95%
<b>Typical life at room temperature</b>	Max 10 days
<b>Freezing point</b>	-1,5 °C -2,0 °C
<b>Terminal brix</b>	> 14°
<b>Optimum eating pressure</b>	0.5-1.0 kg/cm <sup>2</sup>
<b>PLU</b>	3279

The Jingold trademark packaging line includes several kinds of packing



Size	Packaging	Weight
30x40	Loose with stickers	6 kg
30x50	1 layer with stickers	3/3.3 kg
40x60	1 layer with stickers	5 kg
40x60	Lidded foodtiner	10 x 5-6-7 fruits (about 500g) or 500g net weight

# Sizes



Sizes	Basis weight x fruit (grams)
23	125-145
25	115-125
27	105-115
30	95-105
33	87-95
36	80-87
39	75-80
42	70-75
<b>46 Cat. II</b>	<b>65-70</b>





## Consorzio Kiwigold

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