



Invitation



ENZA ZADEN



Taste Experience

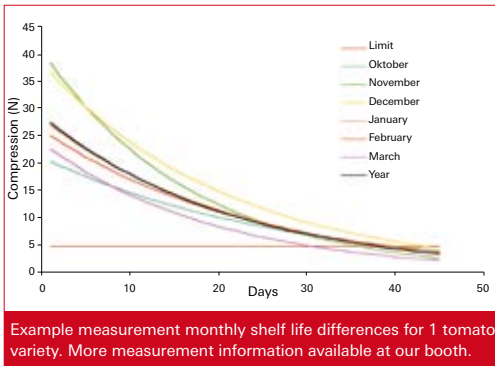
Experience Taste

Also this year, our in-house chef Rene will surprise you with tempting taste experiences. Throughout the day, snacks, prepared with tasteful Enza Zaden varieties, will be waiting for you to give your taste buds the true sensation of taste!



Freshconex Business Forum

Are you curious about the new developments in the Enza Zaden product pipeline? On Thursday 4th of February, starting at 14.00 hours, we will make a presentation on shelf life research on lettuce. Visiting this forum is free for all Fruit Logistica visitors.



Be informed of all the latest trends

Take the opportunity to visit our booth and meet your sales representatives, they will be more than happy to discuss the latest market trends with you and show you our new varieties.

Fruit Logistica Free Entrance Tickets

Would you like to visit the Fruit Logistica? Please, send an e-mail to marketing@enzazaden.nl and we will make sure you get one.



Fruit Logistica 2010
February 3-5
Hall 01.2 | Stand D-05



Enza Zaden is a vegetable seed breeding company opening up new horizons in the horticultural business. Developing innovative, ready-to-fit varieties and creating opportunities in new market segments. We are professional in breeding high quality vegetable seed varieties to fit the requirements of all players in the fresh vegetable supply chain. For example, Enza Zaden market leader innovations are the sweet tasting green pepper **Sweetgreen**, the quality lettuce range **Eazyleaf** and the versatile cocktail tomato **Annamay**. Our **Sweetgreen** won the 2009 Fruit Logistica Innovation Award, and the **Eazyleaf** varieties excel in shape, shelf life and an improved convenience for the processing industry. **Annamay** is our latest promising cocktail tomato hybrid very suitable for today's production conditions and producing fruits of superior taste and quality.

Enza Zaden also is known as the leading company in technology, opening up new horizons. Thanks to our advanced technologies, we compete in the highest segments of the vegetable breeding industry. We work with the latest technologies to introduce our innovations quickly and efficiently. Experience this yourself by visiting the FRESHCONEX Business Forum. During this event we explain in more detail some of the techniques we use to enable us to develop our innovations.

Taste Experience



Viper and Ferrari are not only famous cars, but also famous sweet pepper varieties developed by Enza Zaden. Pepper breeding has a high priority within our company, resulting in leading varieties and a wide range of special pepper types. A new and spectacular pepper is Sweetgreen, winner of the Fruit Logistica Innovation Award 2009.



With our Timing Taste concept we have found a way to support the supply chain in tasteful products and taste knowledge. Timing, to make sure you are right on time for new market changes, whereas Taste refers to the tasteful products that are essential to differentiate yourself. We invite you to join Timing Taste on www.timingtaste.com



Eazyleaf, Eazy for everyone. A perfect match with today's needs of the processing industry! The deeply serrated lettuce leaves, the attractive uniformity, the excellent shelf life and the possibility to harvest mechanically are the key to the success of our Eazyleaf varieties. www.eazyleaf.com

