KANDY KIWI

The *premium* kiwi that brings value to the fresh produce department.

- **NATURAL SWEETNESS**
- **EARLY HARVEST**
- **DISTINCTIVE IDENTITY**



WHY KANDY

IT CREATES VALUE

A premium product is not simply a better-tasting product.
It is a tool to differentiate the department and create new sales opportunities.

DIFFERENTIATION

Kandy brings to the fresh produce department a distinctive proposition, able to stand out in a category often perceived as homogeneous.

PREMIUM POSITIONING

The enhanced natural sweetness and consistent quality support a high perceived-value proposition.



COMMERCIAL ANTICIPATION

The early harvest allows market presence ahead of traditional varieties, creating a strategic commercial window.

BRAND STRENGTH

Packaging, visual identity and communication contribute to transforming the product into a product desired by consumers.

KANDY DOES NOT COMPETE ON PRICE.
IT CREATES VALUE FOR THE DEPARTMENT

COMPETITIVE ADVANTAGES

1

IT ARRIVES FIRST

+40 DAYS EARLIER

The early harvest of the NM61 variety allows market presence ahead of traditional varieties.

2

PREMIUM BY NATURE

SWEETNESS THAT CREATES VALUE

Thanks to its high Brix level, Kandy delivers a superior eating experience that supports a premium positioning.

3

A BRAND, NOT JUST A PRODUCT

RECOGNIZABLE AT FIRST GLANCE

Kandy brings to the fresh produce department the tools typical of leading brands: visual identity, distinctive packaging and consistent communication.

4

A STRONG SUPPLY CHAIN

RELIABILITY THROUGHOUT THE ENTIRE SUPPLY CHAIN

UNACOA's experience guarantees production continuity, high quality standards and commercial support.



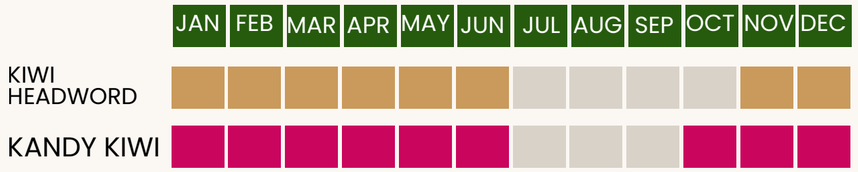
TECHNICAL DATA SHEET

KIWI KANDY - NM61 VARIETY

PRODUCT IDENTITY

COMMERCIAL NAME	KANDY KIWI
VARIETY	NM61
TYPE	GREEN PREMIUM KIWI
ORIGIN	ITALY
COMPANY	SALVI UNACOA

COMMERCIAL WINDOW



SELL-OUT SUPPORT

- DEDICATED DISPLAYS
- DIGITAL COMMUNICATION
- PROMOTIONAL ACTIVITIES
- MARKETING SUPPORT

DISTINCTIVE FEATURES

- NATURAL SWEETNESS & HIGH BRIX LEVEL
- EARLY HARVEST
- READY TO EAT
- OPTIMIZED SHELF LIFE
- PATENTED VARIETY
- PREMIUM POSITIONING

PACKAGING





We are ready to build a valuable partnership together.

Contact us to receive samples, price lists and customized commercial terms.

Kandy
SWEET BY NATURE

WEB@UNACOA.IT

0532 785511

WWW.KIWIKANDY.IT