

3 major actors to develop the REGAL'IN™ apple

The BLUE WHALE growers Group: French producers

The BLUE WHALE Group, with its famous brand, is present on more than 70 countries and wants to develop innovations on up-market segments, with exclusive rights on French territory.

REGAL'IN™ CONCEPT AND BLUE WHALE signed in 2015 an exclusive agreement of development for the French area.

AGRO SELECTION FRUITS company: The breeder

She joined several years ago the apple REGAL'IN™ CONCEPT a **guaranteed for the Consumer satisfaction**. Agro Selection Fruits provides a multi species range (peach - nectarine - apricot - cherry and apple) with crispy flavoured fruit, which combines a perfect balance between sugar, acidity and aroma.

The APOFRUIT growers Group: Italian producers

APOFRUIT, **Italian cooperative group wants to develop the apple REGAL'IN™ well adapted to Italian consumer**. They signed an exclusive agreement with REGAL'IN™ CONCEPT.



BLUE WHALE A world-class player

- 240 000 tons sold
- € 250 million turnover
- 4,000 hectares of orchards
- 300 fruit growers
- N°1 in France



REGAL'IN™ REGALYOU.cov apple is **naturally scab resistant**. It is harvested at the end of September and can be sold from September to June. With its cylindrical round regular shape, it has a strong visual appeal with a skin little bit sensitive to blemishes. Its flavour potential is high, with a fine texture. It is crispy and juicy. With balanced flavour (Brix higher than 15%, slightly acid, aromatic), **it maintains its specifics taste and its firmness in storage for more than 10 months.**

Please note REGAL'IN™ REGALYOU.cov has been nominated for its flavor qualities and the concept it **take part at the FRUIT LOGISTICA 2015 Innovation Award.**

The plantations will be set up for **a beginning of commercialization in 2018.**



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