

Citrus variety receives 3 Stars taste award for second time

The Alizza Fruit, a citrus variety developed by Genesis Fresh and commercialized globally through AMFresh, has again received the 3 Stars Superior Taste Award from the International Taste Institute in Brussels.

The variety first received the award in 2023. According to the companies, only one other citrus variety, ORRi, has received the same distinction.

The award is based on blind tastings conducted by chefs and sommeliers organized by the International Taste Institute.



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The Alizza Fruit combines characteristics of mandarins and pomelos. The fruit is seedless, easy to peel, and intended for both fresh consumption and juicing.

Genesis Fresh and AMFresh said the product has been positioned as a differentiated citrus offering for retailers and consumers.

The 2026 evaluation took place in Belgium in early May, outside the variety's traditional commercial window and following a citrus season marked by quality challenges. According to the companies, postharvest management and storage practices helped maintain fruit quality during the evaluation period.



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"This distinction provides independent validation of what we aim to achieve through varietal innovation: products that consistently deliver superior consumer experiences while creating value throughout the supply chain," said David Alba, CEO of Genesis Fresh.

"Achieving the highest 3 Stars Superior Taste Award for a second time, particularly following a challenging season and months after harvest, demonstrates the robustness of The Alizza Fruit and the strength of the genetics behind it."

The award coincides with the start of a new Southern Hemisphere season. AMFresh South Africa and local growers are preparing for the upcoming production cycle as plantings continue to expand in South Africa.



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The companies said the expansion is aimed at extending supply availability across both hemispheres.

"The Alizza Fruit demonstrates what happens when innovation creates something consumers genuinely cannot find elsewhere," said Patricia Sagarminaga, Global Director of Marketing & Communications at AMFresh Group.

The companies stated that the project involves collaboration between breeding, production, packing, and retail partners across the supply chain.

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