The Alizza Fruit™ season 3 wins award and production expands to South Africa

Genesis Fresh, in collaboration with parent company AMFresh Group, proudly celebrates the success of The Alizza Fruit™ Season 3, crowned with the Three-Star Superior Taste Award by the International Taste Institute. This summer marks the debut of boutique volumes of the Alizza Fruit from South Africa.

The Alizza Fruit combines the best of mandarin and pomelo genetics, cultivated with care by the multinational AmFresh Group in Spain and now also in South Africa. "The Alizza Fruit is characterized by its large size, attractive bright yellow-orangey colour, smooth, thin skin, and a melting seedless pulp with a truly unique flavour," explains David Alba, Director of Genesis Fresh. "Its incredible juice content combined with such a special flavour profile systematically surprises all consumers every time they enjoy it".

Available primarily between December and March in citrus-growing regions of the northern hemisphere, the Alizza Fruit is now available to consumers in both summer and winter seasons, with production extending to South Africa.

"We pay homage to the memory of the visionary citrus breeder Aliza Vardi, whose extraordinary work inspired this citrus marvel," says Patricia Sagarminaga, Group Director of Marketing and Communications at AmFresh Group. "Her legacy lives on through The Alizza Fruit, a testament to her pioneering spirit and enduring contributions to the citrus industry."

The Alizza Fruit debuted in the UK, Germany, and Spain in 2022, prioritizing availability to excite consumers and deliver an extraordinary citrus experience.

Luis Miguel Lavado, Commercial Director of AmFresh Spain. "We have observed excellent acceptance and product demand across European wholesale and retailers. The Alizza Fruit is a thrilling innovation that is attracting new shoppers to the innovative tangelo category. It has garnered really positive acceptance, thanks to its unique attributes as one of the juiciest and most flavourful citrus varieties available, as recognized by the International Taste Institute in Brussels".

The Alizza Fruit boasts additional attributes revealed through analyses by the Institute of Molecular and Cellular Biology of Plants in Valencia (IBMCP). These include high antibacterial and antimicrobial activity in its juice, making it a potential natural antibacterial agent.

It is sold across European supermarket chains—Tesco, Marks & Spencer (UK), Edeka and REWE (Germany), El Corte Inglés and Eroski (Spain), Migros (Switzerland) and Italy, retailing at 1,5€ per fruit—as well as wholesale markets, The Alizza Fruit benefits from a distinctive brand identity that reflects its premium quality and delightful taste.

Andre Russouw, Business Manager of Genesis Fresh in South Africa, expresses excitement about the first-ever season of The Alizza Fruit from South Africa. "We are so excited to introduce The Alizza Fruit to consumers in South Africa, as we are confident that its exceptional qualities will captivate their palates. This marks the beginning of the journey for the Alizza Fruit in our country and we look forward to seeing this unique cultivar expanding and succeeding".

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Publication date: Fri 19 Apr 2024