

ADVERTORIAL



Verdita establishes Adora as the flavour tomato par excellence

Adora is the brand for marketing a variety of Marmande brown tomato developed by HMCLAUSE. With this branding Project, four of the leading tomato producers in southern Spain have joined together to create VERDITA and establish this tomato as a reference in terms of flavour.

VERDITA MARKETS PRIMORA & ADORA AS FLAVOUR TOMATOES PAR EXCELLENCE.

Adora® is VERDITA's premium tomato, and has a perfect balance of sugars, acids and aromas – a unique sensation. It is brown ribbed tomato, endowed with optimal and stable organoleptic characteristics during its production campaign. The tomato surprises from the very first moment, with its original colouring, fleshy and firm texture, and powerful flavour. These exceptional qualities satisfy the needs of even the most demanding consumers looking for a different and highly nutritious product. The Primora® tomato comes with the Adora® flavour guarantee and is available most of the year - longer than the market average.

Adora® and Primora® are marketed throughout Europe, particularly in Switzerland, Germany, Holland, the UK and Spain.

All fruits under the Adora® and Primora® brands have guaranteed and certified taste, quality and food safety, thanks to an exhaustive process of control, from sowing to the consumer.

Verdita combines the resources and experience of four large export companies with a consolidated track record in the markets. Unica, Biosabor, CASI and LA PALMA Cooperative, in collaboration with HM. CLAUSE, have developed the processes of quality, production and communication. For greater efficiency, fundamental business activities are unified, such as traceability, quality, marketing and food safety. This strategy is aimed at achieving the brand's main objective: to guarantee the consumer a high-quality tomato during the year. Adora. Passion for taste.



» Uni
paign, with



the number
tional 17
Rocio (Ca
increase
and the co
related to
with its co
product
to sustain
this work
this integ
managem

