Fashion watermelons advance their campaign

Since February 22nd, the first Fashion watermelons, coming from Senegal, are now available for consumption in the main markets. This campaign comes almost 15 days ahead of the 2017 and foresees an increase in production of between 2 and 3%.

The first batch of Fashion watermelons, coming from Senegal, has already been launched on the market and is being marketed in the official distributors, mainly the Mercabarna and Mercamadrid panelists.

> The distribution of Watermelon Fashion has been activated since February, with an increase in volume expected for March and the first half of April

"We will have a continuous presence in the market from now until October. *This will favor the consumption of Fashion watermelon 8 months of the year, which makes it a fruit not necessarily*

linked to summer, but can be enjoyed practically all year round, as demanded more and more by our consumers", said Joaquín Hidalgo, general coordinator of Watermelon Fashion.

> The start of the 2018 campaign arrives especially early compared to the previous season, which started almost 15 days later in 2017. In these first games, it will be released to all calibers of watermelon, but predominantly those of conventional calibers

"The great value of our product is that we guarantee our consumers that if they buy a Fashion Watermelon, they will be rich, yes or yes. You do not have to worry about choosing between one or another piece because we previously took care of selecting it for them", says Hidalgo.

The General Coordinator of Watermelon Fashion has highlighted the meticulous planning work that is carried out to produce in Senegal. "*Each campaign we improve the performance of our planning to favor overlap as little as possible the productions of Senegal and those that are grown in the greenhouses of the Poniente de Almería, which are the next to go out to the market*".

Joaquín Hidalgo has also pointed out the increase of between 2 and 3% of the production of Watermelon Fashion in the current campaign with respect to 2017, *which will place it in the 80 million kilos expected*.

Source: Watermelon Fashion