Uvasdoce launched for the new campaign

There are many surprises that the Alicante entity has prepared for this 2019 campaign. First and as a main course, we will present a new product that we will discover from June 12.

Moment in which they have scheduled a presentation event for the same, **where buyers, media and local authorities will attend, and they will be able to discover what it is about, to whom it is addressed and when it will be available.** It will be held in its facilities, so attendees can also check t**he progress of the crop, as well as know the new varieties available for this year.**

> The Alicante entity, aimed at continuing to expand its catalog of seedless varieties, with new flavors and varieties that also expand the collection schedule, will have 2019 with seven new varieties apirenas.

In this way, Uvasdoce will collect, starting in July and for the first time, the candies group, belonging to the IFG company. These five varieties are: Candy Snaps, Candy Drops, Candy Hearts, Candy Dreams and Candy Crunch, which are your five most exotic Essentials. Their flavors

are so peculiar and different that they have become one of the most demanded varieties. The first three are pink varieties while Candy Dreams and Candy Crunch are black grape varieties, expanding the catalog of black varieties of Uvasdoce.

In addition, **its catalog of white seedless varieties will be extended this year with Timpson, and that of late reds with Allison, both varieties belong to the SNFL varietal program.** Timpson is a white grape without seeds, of half station and with a flavored flavor, sweet and crunchy, that makes of it a very demanded variety and appreciated by the consumers. On the other hand, Allison is a pink sweet apirena grape, firm, with a large grain and late picking.

With this, Uvasdoce wants to continue leading the varietal reconversion of the Vinalopó Valley, turning part of its resources into research on the adaptation of new varieties to the area, as well as focusing on the market studies and demand of its customers.