Group G's Spain surprises with his celery garden in Fruit Attraction

The European leader in production and marketing of a wide range of fresh produce, Group G's Spain has returned to bet a year by Fruit Attraction held in Madrid between 28 and 30 October. In this edition G's Spain has doubled its stand space going from the previous edition 32m^2 to 64m^2 current one.

"We are in Fruit Attraction from the first edition. For us it is a strategic geographically point and, being in October, always match us with the beginning of the export season so it's the perfect place to present our product innovations to customers, " said Juan Alfonso Sanchez, commercial director Group G's Spain. This season, Group G's Spain presents new varieties such as Red Gem and Green Gem and new formats that presents its category celery, which is a leader in Europe, and the new range of continental onion.

As sustainability and ethical responsibility mainstay when focusing business development, G's Spain Group also stands to apply to their crops the latest technology and market intelligence to

help ensure supplies to its customers throughout the year.

Indeed, with the aim of bringing the company and its sustainable professional principles, the team of G's Spain deployed in Madrid wanted to bring part of their crops to the fairgrounds and engage visitors with an activity of virtual reality was a successfully discussed among professionals attending the fair. "We wish that the audience can live the experience of being in one of our plantations, in this case a celery field in which we have the importance it attaches Group G's Spain to quality; We guarantee quality in all our lines with in situ packaging to maintain freshness, " says Aurélie Zogheib, Director of Marketing Group G's Spain.

Group G's Spain again and choose the International Fair of Madrid Fruits and Vegetables, Fruit Attraction, as a stage to present their innovations in varieties and products. While the main product line of the company is made up of salads sheet, Group G's Spain also produces and markets throughout Europe a range of mini leaves, root salad -category where its flagship product is included, celery , a product for which G's is the leading producer and European marketer, tomatoes and citrus.

The firm intention G's Spain is continuing its European growth plan, strengthening its position in the Spanish market and incorporating new lines of business in the Middle East. His ambition is to double its turnover in five years. Its undisputed leadership in the food market is based on supply both private label and private labels for retail, wholesale markets and Horeca channel for developing formats and brands tailored to their different needs.

Source: Group G's Spain