The new releases mark the Vicente Peris campaign

The company Vicente Peris faces this exercise with two important launches: its Peris Nature line (Zero Waste) and the tubs in the IV Range of melon with Ham.

In the midst of the melon and watermelon campaign, with a spring complicated from the meteorological point of view, the situation for the producer and marketer sector of these summer fruits is complicated, especially due to the effects that the health crisis caused by Covid-19 is having Worldwide. All this despite the fact that we talk about basic products in our diet.

This reality is also transmitted to us from the Vicente Perís company, through its marketing director, Christian Palacios: “sales have slowed down, daily volumes and orders have dropped. And it is that we are facing an anomalous situation marked by COVID and the absence of a pull from the hospitality industry, which does not finish starting. "Thus, we begin to see a certain saturation of product in the markets, with the risk that this implies of a fall in prices".

But this crisis that we hope will be circumstantial, has not slowed the launch of new projects in Vicente Peris. We are talking about the launch of the Nature Line 'Zero Waste'. PERIS NATURE is the answer to a market that has not just decided on the prices and qualities found under organic production. Zero Waste is an intermediate step, good for nature because it implies best practices on all fronts of production and good for the consumer, which has the guarantee of independent analyzes to guarantee the absence of nearly 717 officially tested waste. "We really believe that it is an improvement in all processes and that it should not be linked to organic farming, since the national market is not willing to assume the differences in costs and qualities that exist between both production techniques", he explains. Christian Palacios.

Strengthening its IV Range line

The other great novelty is found within the IV Gama segment, which Vicente Peris sold under the

Frutifresh brand. These are the melon jars with ham, which are already being marketed through El Corte Inglés and Alcampo. "We have achieved a very interesting format, capable of competing with protein salads, and that combines our magnificent melon and a 12-month-old cured Serrano ham, creating an exceptional combination", explains Palacios.

Vicente Peris has a wide assortment of fruit in the IV Range, in basic or mixed formats. It is fruit selected at its optimum moment of ripeness, cold cut in its clean room and packed in a 100% recyclable R-Pet container. The star fruits are pineapple, melon, watermelon, apple, coconut, pomegranate and mixes with these fruits and kiwi, mango, blueberries, strawberry, ... "We make dozens of combinations in different capacities of tubs, depending on the tastes of those responsible for purchasing supermarkets, greengrocers, vendings, etc.", adds the marketing director.

Without a doubt, Vicente Peris is the best example that we must continue to innovate, in production and marketing, adapting systems and offering customers and consumers added value that activates the purchase impulse.

Highlighted: PERIS NATURE is an improvement in all processes and that responds to very specific market needs