Vicente Peris reinforces his bet for the IV and V range of quality

In 2020, 27% of its sales were from this area of product; in the first quarter of 2021, the figure already reaches 30%. All this while maintaining the values of the company, the continued commitment to quality and constant improvement of processes.

The agri-food company Vicente Peris, with 77 years of work based in the cultivation and distribution of products of high quality from I range, stands out in the sector of the IV and V range of fruits and vegetables, given the growth that has experienced this division since his creation in 2014.

Although the I range, and products so important to them **like melon, watermelon and pumpkin** are still the ‘core’ of the company, with a volumen sales that reached 73% of its production in 2020, its división of IV and V Range has been increasing sales quota since its implementation in 2014, when they bet for bringing its company philosophy and work processes to the field of cut and peeled fruit and vegetables, ready to eat or cook. Thus, in 2020 these products accounted for 27% of Vicente Peris sales, and in the first four months of 2021 the percentage has already reached 30%.

The company's forecast is to end the year with an increase in sales of 10% compared to the same period of the previous year.

Vicente Peris **markets more than 100 IV and V Range references under the Peris and Frutifresh brands,** among which products such as coconut, pomegranate and pineapple stand out by volume, which is sold chopped, sliced and spears. Other fruits that are also well represented are melon, watermelon and mango.

In addition, the 'Energy Mix' combinations also work, which combine fresh fruit and dried fruit, and a wide range of fruit-based preparations.

Peeled and chopped vegetables also occupy a good part of its production volume in IV Range, among which the onion in different formats or the pumpkin of different varieties stand out by percentage of commercialization.

The quality of the product and its organoleptic qualities are supported by innovation and constant investment in **its facilities dedicated to the IV Range, located in the Valencian municipality of Albuixech, next to the Huerta de Valencia.**