

For fresh fruit and vegetable marketing and distribution in Asia



By Matthew Jones

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## ***Sun World announces new licensees***



One Italian and two Chilean companies given rights to market grape varieties

**S**un World International has appointed Italian-based firm Giuliano Puglia Fruit and Chilean exporters Santa Elena and Gesex as grape marketer licensees. The appointments bring Sun World's total marketer network to 32 companies from 12 countries.

"The distribution of Sun World's grape varieties will reach even further and visibility of our most prominent brands will become stronger with the involvement and expertise of these leading Chilean and Italian fruit grower-marketers," said Sun World executive vice president David Marguleas.

Giuliano Puglia is a family

owned business located in southern Italy's Puglia region, where the company produces table grapes, stonefruit and citrus that is marketed to leading supermarket customers throughout Europe.

Gesex, one of Chile's leading exporters, has formed a large network of customers across the US, Canada, Latin America, Europe and Asia since it was founded in 1998. Its commercial team packs and exports grapes, citrus and stonefruit from Chile's main production regions and is also expanding its business in Peru.

Santa Elena is an exclusive grower-exporter focused on producing table grapes in Chile's Central and

Southern regions with special focus on direct service to retailers, in particular high-end markets in the UK, US and Canada.

In addition to distributing fruit from new seedless grape varieties developed by Sun World, all three companies have been given licenses to use Sun World's brands, including Midnight Beauty, Scarlotta Seedless and Sable Seedless. Sun World's fruit licensing programme now involves more than 1,000 producers and marketing companies across the world.