

For fresh fruit and vegetable marketing and distribution in Asia



By Maura Maxwell

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Sun World appoints North American import panel



Sun World president David Marguleas

Panel of licensees to import and market proprietary grapes in the US and Canada

Sun World Innovations has appointed a panel of leading US and Canadian fruit companies to import its proprietary branded table grape varieties into North America, president David Marguleas announced on Thursday.

The newly licensed importers consist of Camposol Fresh USA, The Oppenheimer Group, Dayka & Hackett, Divine Flavor International, Dole Fresh Fruit Co, Fresh Flavor International, North American Produce Buyers, CCPC, Summit Produce, Vanguard Direct and William H. Kopke Jr/Southern Fruit Import.

All ten companies have

been granted licenses to distribute and market Sun World's full line of proprietary grapes in the US and Canada from licensed Chilean, Peruvian, Brazilian and South African suppliers who had, in turn, nominated the importers.

The licenses include the right to use the California company's varietal brand trademarks such as Autumncrisp, Midnight Beauty and Scarlotta Seedless Marguleas noted.

"We're pleased to invite these prominent fruit import companies to join the Sun World family as we further broaden our Southern Hemisphere licensed

producers and exporters' distribution reach into key American and Canadian markets," he said.

Sun World Innovations is the genetics, breeding and licensing arm of Sun WorldInternational.

It has a broad-based network of more than 1,500 licensed partner grower- marketers in 15 countries and maintains offices in Italy, Australia, Chile, Israel, South Africa and California.