

The international marketing magazine for fresh produce buyers in Europe



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Friday 31st January 2020, 11:00 GMT

Spreafico becomes exclusive Italian marketer of Tango



Joint marketing campaign is being planned for retail, wholesale and foodservice channels

Spreafico has signed a deal with Eurosemillas to market the Tango seedless mandarin in Italy.

The agreement will see Spreafico become the exclusive marketer of fruit grown in Spain, South Africa and Peru, as well as domestic production, which is just getting under way.

The fruit will be sold in four packaging formats specially designed for the Italian market.

The two companies will invest in a joint marketing campaign covering the

retail and wholesale channels. In the longer term they will also target foodservice with promotions planned on flights and cruise ships.

“The agreement will allow Spreafico to expand its range of premium fruits – which includes Zespri kiwifruit, Angelys pears and high-quality tropical fruit – with a seedless mandarin that has greater acceptance and achieves high prices,” the companies said in a press release.

“Tango Fruit, meanwhile, will work with one of the leading Italian produce companies, with 65 years of experience in the sector, a turnover more for than

€350m, eight distribution facilities as well as a strong presence in the retail and wholesale sectors.”

Production of Tango is growing steadily in Mediterranean and Southern Hemisphere regions, and with domestic plantings on the rise, the variety will soon be available on the Italian market during 12 months of the year.