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La Unión launches “always sweet” watermelon

Watermelons are the latest product to be added to the company's premium Taramay brand



La Unión Corp has launched a premium watermelon under its Taramay label that comes with a guarantee of maximum sweetness.

The company said the brand is aimed at “consumers who seek maximum flavour and want to squeeze the most out of life through experiences”.

According to CEO Jesús Barranco, the use of Near infrared (NIR) spectroscopy, a non-invasive technique, allows it to determine the Brix level in each piece of fruit, “thus guaranteeing the maximum sweetness of each and every one of our watermelons”.

Under the slogan ‘Always sweet’, the Taramay marketing campaign will feature Masterchef finalist, influencer and nutritionist Ketty Fresneda and span different channels, from digital advertising, point-of-sale, social media and special actions.

La Unión Corp launched the Taramay brand in 2018 together with a group of growers in Granada and Malaga to add value by differentiating their premium offer.

Since then it has expanded with the inclusion of new growers and today it includes avocados, custard apples, prickly pears, strawberries, mangoes,

medlars, papayas, pitahayas and now melons and watermelons.

Around 80 per cent of the fruit sold under the label is exported, mainly to northern Europe.

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