



By Steven Maxwell

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## Procomel launches Sugar Baby Gold

Murcia-based melon specialist launches new melon variety which reportedly boasts high levels of sugar and vitamins



**S**panish melon grower-exporter Procomel has launched a new melon variety, branded Sugar Baby Gold, which it claims contains 30 more vitamins than most rival products.

The Murcia-based company, which markets melons under the 'El Abuelo' brand, said that Sugar Baby Gold was a smaller-sized variety, which had yellow skin, orange flesh and an "exquisite taste".

At the recent presentation of the variety (pictured), Procomel's managing director, Celedonio Buendía, and president, Juan Peñalver,

claimed that the new product would revolutionise the melon market, thanks to its high brix and vitamin content.

Mr Buendía said Sugar Baby Gold, which was developed naturally through Procomel's own breeding programme over a three-year period, contained up to 17° brix, while he also claimed that the product had a longer shelf-life than traditional melon varieties.

The variety, continued Mr Peñalver, also contained 30 times more antioxidants and vitamins than standard types of fruit.

Mr Buendía added that the product, which will have an initial production of 2,500 tonnes, has been developed with a smaller size in response to consumer demand, pointing out that its dimensions also allowed the fruit to be transported more effectively.

Procomel exports up to 35 per cent of its production to customers outside the Spanish domestic market, principally to the UK, France, Germany, Italy and the Scandinavian countries, as well as to Hong Kong, Singapore and Brazil.