



Dulcis™ successfully debuts at Fruit Logistica

The first results of the sales campaign were presented during the Berlin fair: in the first three weeks of 2024, the increase was close to 80%, from 8 to 14 tonnes.

(Forlì, 12 February 2024) Prospects are excellent for Dulcis™, the innovative green kiwifruit with all the qualities of yellow kiwifruit developed by New Plant in Forlì in collaboration with the Universities of Udine and Bologna. Production and marketing is exclusively carried out worldwide by the cooperative companies Alegra, Apofruit Italia, and Orogel Fresco. During Fruit Logistica 2024, Berlin's international fruit and vegetable exhibition, Dulcis™ was presented to the international public with an exclusive event: many topics were discussed, including the project's future developments, both from a production and commercial standpoint.

Mirco Montefiori, Chairman of Dulcis™ Kiwifruit Company, commented: "The high emotional content that Dulcis™ kiwifruit conveys to consumers reflects the great satisfaction that this novel cultivar, 100% made in Italy, is bringing us at a commercial level. The figures emerging from the first trading season are extremely positive, which leads us to be optimistic about the future as well. Dulcis™, in other words, is a variety that allows the entire kiwifruit segment to be revitalised and renewed, creating value throughout the supply chain."

The Foundations of Dulcis™ Success

In addition to the health aspect, this new kiwifruit, which is characterised by a unique taste and a high brix level, is unique in the entire segment and, at the same time, a premium product regardless of size. It also has very positive characteristics in the field: its strengths include its good tolerance to the Mediterranean climate, which means that it can be commercially managed without the need for costly interventions, such as rainproof netting. It is therefore an ideal fruit for everyone: producers, distributors and consumers.

Positive reception from consumers

Consumer tests, carried out at several Italian large-scale distribution stores, also offered very positive feedback. After tasting it, 95% of respondents said they would buy it again. Its sweetness was a decisive factor: more than 50% found it to be sweeter than Hayward. Moreover, as many as 45% of the surveyed sample described the fruits tasted as "excellent", while 35% who considered them "very good".

2023/24 saw the opening of the first commercial campaign, with 62% of the quantities destined for the Italian market, 14% for the Netherlands, 13% for Germany, 8% for Spain and 3% for Belgium. In Italy, where the largest supply is concentrated, the sales trend is proving to be very positive: in the pre-Christmas period, sales rose from 2 to over 10 tonnes in just four weeks. 2024 also got off to a positive start, rising in the first three weeks of the year from 8 to 14 tonnes. In general, sales forecasts

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for 2023/2024 are close to 300 tonnes, but the goal is to reach around 800 as early as 2024/2025, and then to increase to 2,400, 5,600 and 9,400 tonnes in the following three marketing seasons.

New cultivation areas

Today, Dulcis™ is mainly cultivated in Emilia-Romagna and Lazio, but new cultivation areas are also developing in Friuli-Venezia Giulia, Veneto, Basilicata and Calabria. The growth in land coverage has been exponential: in 2019, when the project started, the first pre-commercial land was planted, rising to 5 hectares in 2020, 21 in 2021 and 49 in 2022, culminating in last year's breakthrough of 166 hectares. The goal for 2025 is to reach 500 hectares. Production increased from 84 tonnes in 2022 to 298 tonnes in 2023. The projection for 2024 is just under 800 tonnes, rising to more than 2,400 tonnes in 2025, more than 5,600 tonnes in 2026 and 9,400 tonnes in 2027.

Dulcis™ is the trade name of the Ac 459 011 kiwifruit variety, developed by New Plant in collaboration with the Universities of Udine and Bologna. It is exclusively produced and distributed worldwide by 'Dulcis Kiwifruit Company', a company that brings together, in addition to New Plant, the cooperative companies Alegra, Apofruit Italia and Orogel Fresco. The special feature of Dulcis™ is that it is a green-pulp kiwifruit, but with the characteristic qualities of sweetness and acidity typical of yellow kiwifruit. Today, its production covers about 150 hectares. The goal is to reach over 500 hectares by 2025.

For more information

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