



KIWI FRUIT PAS SION



KIWI FRUIT PAS SION



THE KIWI SPECIALIST

VISION

To offer fruit that is synonymous with goodness, innovation, and healthiness, respecting ethics and sustainability, contributing to building a better future for people.



MISSION

Our mission is to always surpass the expectations of consumers and customers by offering them products that stand out for their taste, quality, value, and healthiness.

We seek to attain this goal through ethical and sustainable production that respects humanity and the environment. We are committed to adopting innovative strategies that allow us to increase the competitiveness of our partner businesses while ensuring the well-being of workers and operators involved in our supply chain. We firmly believe it is possible to reconcile economic growth with respect for people and the surrounding environment. We are driven by our determination to create a positive impact in our industry by promoting sustainable, responsible, and transparent practices along the entire production chain. We are committed to ensuring food safety and the traceability of our products while adhering to the highest quality standards. We consider ourselves to be the partners of our customers, working closely with them to understand their needs and offer solutions tailored to them. We are proud to provide products that promote a healthy lifestyle and contribute to the well-being of consumers.

JINGOLD IN NUMBERS



**1000
PRODUCERS**

OVER 850 COMPANIES
CULTIVATE EXCLUSIVE
JINGOLD VARIETIES



**1 COMMERCIAL
ORGANIZATION**

A SINGLE COMMERCIAL AND
MARKETING ORGANIZATION

5 REGISTERED VARIETIES



**2500
HECTARES**

CULTIVATED
WORLDWIDE



**25
YEARS**

OF HISTORY



THE QUALITIES OF OUR KIWIS

We offer a wide range of kiwis to suit every taste, with green, yellow, red or organic pulp.

Jingold kiwis are produced by our farmers in accordance with strict guidelines and checked throughout the supply chain, from production to sale, in order to protect and guarantee the taste and excellence of a unique fruit.



A KIWI FOR EVERY TASTE



QUALITY LOVERS

FOR THOSE SEEKING
A PREMIUM PRODUCT



EXPLORERS

FOR THOSE WHO
WANT TO TRY NEW
TASTES



ENVIRONMENTALLY CONSCIOUS

FOR THOSE WHO,
LIKE US, BELIEVE IN A
SUSTAINABLE FUTURE



HEALTH ENTHUSIASTS

FOR THOSE WHO WANT TO TAKE CARE
OF THEMSELVES OR OTHERS

A GLOBAL PROJECT



ON SHELVES ALL YEAR ROUND

Jingold operates in both hemispheres and so can guarantee constant production throughout the year.

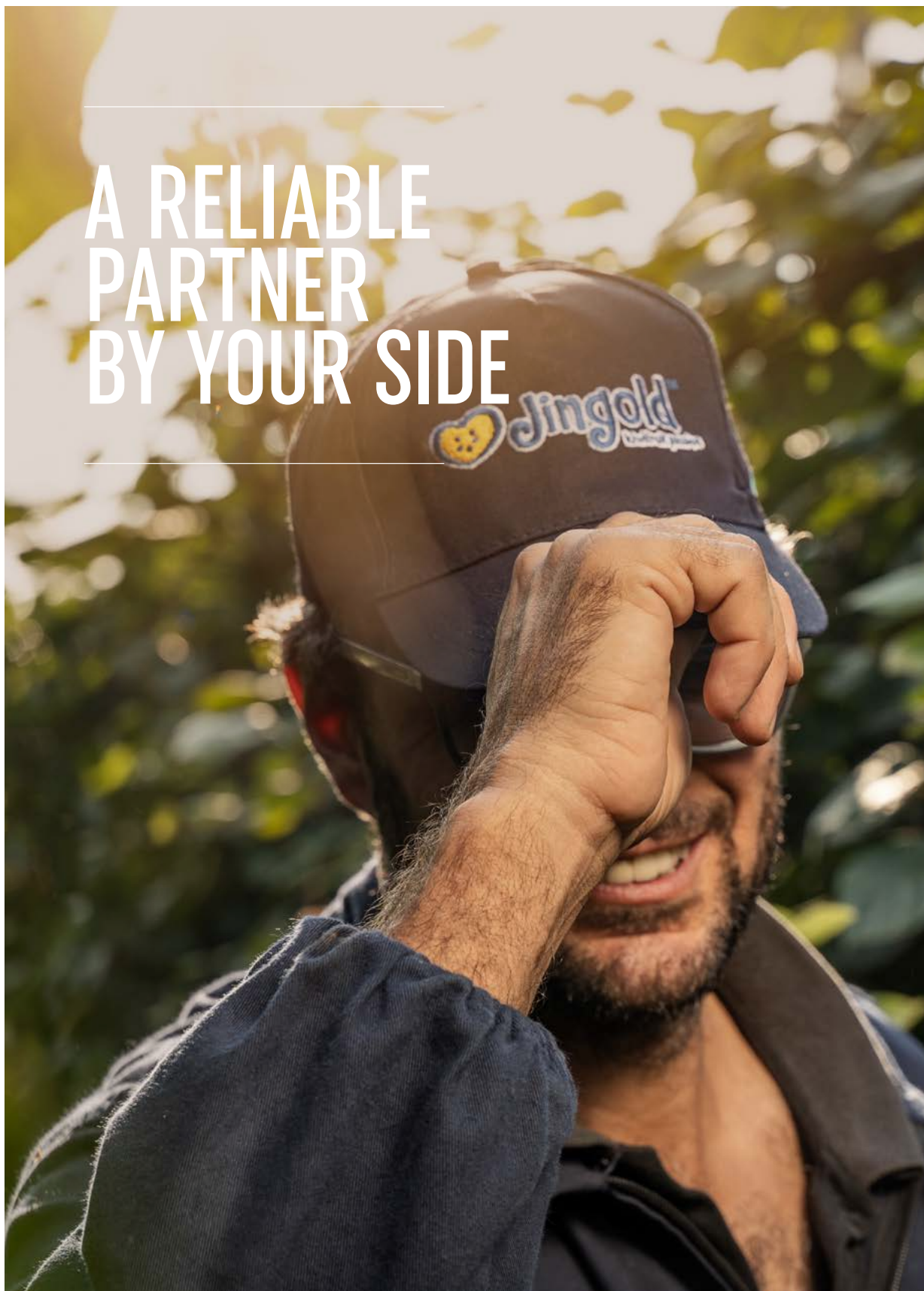
This availability enables retail outlets to **restock continuously**, thereby building customer loyalty by **always offering fresh products**.

	January	February	March	April	May	June	July	August	September	October	November	December
NORTHERN HEMISPHERE												
SOUTHERN HEMISPHERE												

OUR BRANCHES IN THE WORLD



A RELIABLE PARTNER BY YOUR SIDE



THE LEADER IN GOOD KIWIS

Jingold is made up of leading companies in the fruit and vegetable production sector.

In Italy and around the world, we cover the entire supply chain with our in-house know-how, from cultivation to packaging and marketing, making it possible for us to oversee every phase of the entire process and guarantee the absolute quality control of the product.

THE VALUES OF A BRAND



A COMPLETE RANGE, 100% GUARANTEED

Jingold is a unique and recognizable brand, well-established in the main international markets.

For consumers and operators, our heart logo is the guarantee of quality, from the field to the table. We are the only brand that makes it possible for consumers to choose the type of product that reflects their tastes and needs from its extensive range.

THE JINGOLD RANGE

ORGANIC GREEN
AND YELLOW PULP KIWI
ORGANIC



100% NATURAL
FROM OUR BEST FIELDS
IN CONTACT WITH NATURE

GREEN PULP KIWI
BLISS



SWEET
WITH A TOUCH OF ACIDITY
FRESH AND THIRST-QUENCHING
BALANCED TASTE

GREEN PULP KIWI
HAYWARD



INTENSE AND
REFRESHING FLAVOUR
BRIGHT GREEN PULP
DECISIVE TASTE

RED PULP KIWI
EXOTIC RED



INCREDIBLE SWEETNESS
EXOTIC AFTERTASTE
MELTING PULP

YELLOW PULP KIWI
JINTAO AND JINYAN



SWEET AND TASTY
SOURCE OF FIBRE
AND VITAMIN C*
LONG SHELF LIFE

* Complete nutritional information at jingold.it

SUSTAINABILITY

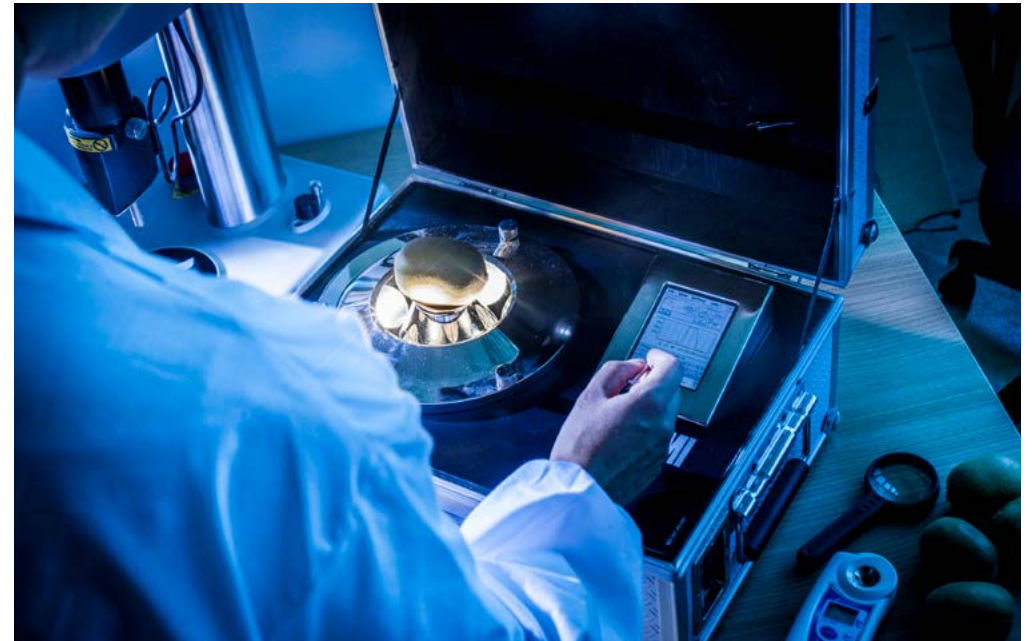


PASSION FOR OUR WORK MEANS RESPECT FOR NATURE

Jingold's work is conducted in a way that minimises environmental impact at every stage.

- Use of low-impact cultivation techniques
- Integrated crop protection
- Use of modern irrigation systems
- Use of renewable energy, mainly solar energy, for fruit refrigeration and other electricity consumption
- Structures with environmental impact certification
- New sustainable packaging

OUR COMMITMENT TO QUALITY



THOSE WHO CHOOSE JINGOLD ARE REWARDED WITH GUARANTEED QUALITY

The Jingold technical staff determines the most suitable harvest time based on certain ripening indices:

- Dry matter
- Brix degree
- Pulp colour

The goal is to ensure every customer enjoys the best possible purchase experience.



TECHNICAL ASSISTANCE

We provide professional technical assistance and conduct strict quality controls, from the field to the processing warehouse. Jingold offers the consumer a consistently high-quality kiwi.



PRODUCER COMMITMENT

All producers commit to the rigorous application of Jingold's production guidelines.



MULTI-RESIDUE ANALYSES

We analyse soil composition and check for pesticide residues that are unauthorised or above the legal limit.



STRICT CONTROLS

We constantly monitor the organoleptic quality during storage.



PROCESS MANAGEMENT

In order to manage the entire process in the best possible way, Jingold brings together and coordinates all its stakeholders, from the nurseries where the plants are grown under our direct management to the sales, for which we have exclusive rights.



GUIDELINES

The strict quality standards, integrated with sophisticated traceability systems, ensure product control and food safety, from the field to the shelf.

OUR COMMITMENT TO QUALITY

JINGOLD, A BRAND WITH RECOGNIZED QUALITY

From the field to the table, each fruit follows a rigorous path of quality.

CERTIFICATIONS

GlobalGAP certification for agricultural companies

BRC Global Standard for Food Safety and IFS Food
Standard certifications for processing warehouses

IFS Broker certification
for the commercial organization

Organic certification



PACKAGING THAT CREATES IDENTITY

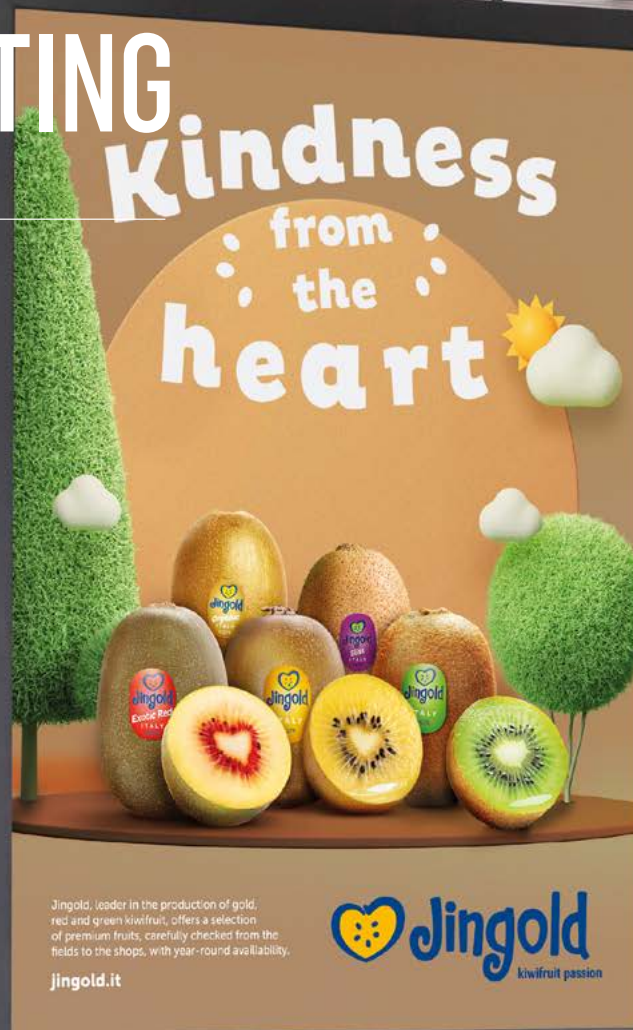


WE KNOW HOW TO STAND OUT

Our packages are attractive, colourful, durable and sustainable.

They are designed to grab the attention of consumers, who can easily recognize the variety of kiwi inside based on the colour - yellow, red, green or organic - and choose the fruit that best suits their taste.

360° MARKETING



PROMOTIONAL AND COMMUNICATION ACTIVITIES TAILORED TO EACH COUNTRY

Jingold's sales are backed up by a tailored promotional and communication plan.

As well as appearing in magazines, on specialized websites and in the social media, including on the pages of well-known influencers, periodic promotional initiatives are launched in stores with tasting and sales campaigns, accompanied by the distribution of informational materials.





ONLINE PRESENCE
WITH MULTILINGUAL
WEBSITE IN NUMEROUS
COUNTRIES



RICH SELECTION
OF RECIPES AND
SUGGESTIONS



CONTINUOUS
SOCIAL MEDIA
ACTIVITY



ADVERTISING
AND SECTOR
CAMPAIGNS



IN-STORE
PROMOTION



MATERIALS
FOR STORE
SETUP



PROMOTIONAL
LICENSE
ACQUISITION



COLLABORATIONS
WITH INFLUENCERS



JINGOLD S.P.A.
via F. Turati, 650
47522 Cesena (FC) Italy
+39 0547 317476



jingold.it