



AUTHENTIC ITALIAN SWEET MELONS
SINCE 1979

PRESS RELEASE

Fresh Plaza, english version - 17/03/2008

http://www.freshplaza.com/news_detail.asp?id=18255



Available from May 2008

Nadalini launches new melons' line "Nadalini Gold"

Italian fresh produce firm NADALINI, specialist in high-quality melons' production since 1979, owns 150 hectares in S. Croce di Sermide, near Mantua. This area is famous all around the world for its melon's cultivation, so that the local product is eligible for the PGI certification (Protected Geographical Indication).



Nadalini is strongly oriented to innovation and to the achievement of the Total Quality Management, which directs production and commercialization to the specific client's needs. "To approach this challenging and stimulating goal - firm's founder and manager Roberto Nadalini explains - we have decided to launch an entire new product's line: NADALINI GOLD. This line has got superior and guaranteed features and it is destined to the most demanding clients."

"Nadalini Gold will differentiate from our traditional melons' line NADALINI CLASSIC, which will be kept in order to answer to those customers who are more interested in large quantities".

NADALINI GOLD features

"Nadalini Gold" line will be available starting from half May 2008 until November. Its main features:

- melons are grown exclusively in the province of Mantua;
- guaranteed Brix grade, thanks to the NIR technology;
- quality controls in six different steps:

1. scheduled controls during the developing phase of both plants and fruits
2. controlled and selective harvest on the basis of the ripening stadium
3. analysis on residues by accredited laboratories
4. automatic control on each fruit's Brix level
5. control and selection regarding the external fruits' quality during packaging



Headquarter: Sermide, via Milazzo, 262 - 46028 - Mantova – ITALY ([map](#))
Phone.: +39 (0)386 91 52 51 - Fax: +39 (0)368 91 59 00
@mail: info@meloninadalini.com
Web: www.meloninadalini.com
F.C.: NDLRRT46P021632V
VAT ID.: 00580620201

EUREPGAP®

EUREPGAP
Fruits and vegetables
Version 2.1 October 2004



Certificate n° CERT-0279-2006



AUTHENTIC ITALIAN SWEET MELONS
SINCE 1979

PRESS RELEASE

Fresh Plaza, english version - 17/03/2008

http://www.freshplaza.com/news_detail.asp?id=18255

6. final check in order to verify adequacy to what requested by the customer
- various packaging and palletizing solutions;
 - the best melons' selections, such as TUAREG, MAGENTA, HONEY MOON, HARPER, TAZIO and GIUSTO. Availability from May to end November.

Nadalini's annual melons' volume, both from open fields and greenhouses, is about 5.000 MT. All the production is GlobalGAP certified.

Contact:

Roberto Nadalini

Mobile: +39 338 1325075

AZIENDA ORTOFRUTTICOLA NADALINI

Via Milazzo, 262 Località Santa Croce -
Sermide

46028 - Mantova (MN)

Italy

Phone: +39 (0)386 91 52 51

Fax: +39 (0)386 91 59 00

E-mail: info@meloninadalini.com

Web: www.meloninadalini.com



Publication date: 3/17/2008

Author: **Rossella Gigli**

Copyright: www.freshplaza.com