

surprisingly  
**sweet**  
pepper

  
RIJK ZWAAN



## Life is sweet

With the Sweet Palermo®, Rijk Zwaan is responding to the increasing trend towards fruit and vegetables with a naturally sweet taste. This demand has already been addressed successfully by product innovations such as snack tomatoes and children's apples. The sweeter, richer flavour makes this pointed pepper ideal for many occasions – including as a healthy snack. Its soft skin and fewer seeds open up even more opportunities. This makes the Sweet Palermo a premium product that the market is ready for.

  
**Sweet Palermo®**  
[www.sweetpalermo.com](http://www.sweetpalermo.com)



surprisingly  
**easy**  
to prepare



## Surprisingly Sweet Pepper

Immediate enjoyment: A Sweet Palermo® pointed pepper is easy to prepare in a wide variety of ways. For example, you can opt for a quick and easy preparation method during the week and for 'slow cooking' at the weekend. It's also a tasty and healthy treat or snack all on its own. Happy cooking!

  
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surprisingly  
**versatile**  
in the kitchen



## Surprisingly Sweet Pepper

Endless delicious options in the kitchen: The tasty Sweet Palermo® can be cooked, stir-fried, grilled or steamed. Bursting with vitamins, it's ideal on the BBQ and is great for roasting too. Eat it raw as a quick snack or add it to fresh salads for a surprisingly sweet accent. There are endless opportunities for experimenting – have a go yourself!

  
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