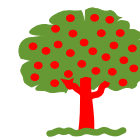


SWEET CHERRIES



Indulge yourself
with the sweetest flavor
from Argentina



GUIZZO
FRUTAS FRESCAS



Welcome

Available only for a few months a year, cherries are summer's most anticipated fruit. Their deep mahogany colour, consistency and sweet flavor make a unique eating experience.

For over 30 years, Güizzo Frutas Frescas grows, packs and exports the best cherries from Argentina to the most demanding markets.

With the high quality of its cherries , attractive presentation of their packaging and meticulous service for each customer, today is one of the leading companies in Argentina on the sweet cherries industry.

We invite you to learn more about this attractive fruit , our company and why we want to promote your business with the best early cherries grown in the Southern Hemisphere.

Privileged Location

Lying along The Andes Mountain range, in west-central Argentina, Mendoza is one of the most important fresh fruit growing regions in the Southern Hemisphere and aims to produce the earliest cherries in South America.

We are located in an area where the climate is characterized by abundant sunshine, low rainfall and with a wide temperature variation between night and day.

These special weather conditions together with pure mountain waters, give our cherries distinctive features of flavor, color and consistency, ideal to meet the highest quality requirements.

Güizzo Frutas Frescas manages more than 50 hectares of sweet cherries. Most of them are currently certified with GlobalGAP and Tesco Nurture protocols.





Facilities

Güizzo Frutas Frescas runs a packhouse technology with state-of-the-art machinery and computer controlled equipment.

Meticulous quality control processes that begin in the cherry orchards are carried through into the packhouse through the following systems: entry, hydrocooling, grading by size and colour, packing, storing, ordering and distribution.

Each part of these processes are documented and overseen by highly experienced managers, qualified quality controllers and skilled packhouse staff.

At each point where the cherry is moved or handled, care is taken to not bruise or damage as well as to keep flesh temperature close to 0°C degrees, ensuring an optimum quality and arrival condition at each final destination.



Sweet & Early

Harvested by hand at the right point of maturity, and then immediately cooled to maintain their firmness and freshness, ensure an optimum quality and arrival condition.

Our cherries packed for export reach their destination in Asia, Europe, Latin America or the Middle East in 60 hours or less from the time they were picked in the orchard.

A right variety portfolio allows us to be one of the earliest cherry growers and exporters in the Southern Hemisphere, supplying sweet and firm cherries from the first week of November until the last week of December.





Harvest Calendar

Last to flower and first to be harvested, cherries are a very tempting fruit. Our finest-flavored cherry varieties have been carefully selected with a wide range of versatility to cover main market needs in taste, consistency, colour, size and shelf life.

VARIETY	NOVEMBER	DECEMBER
Royal Dawn	● ●	
Brooks	● ●	
Garnet	● ●	
Santina		● ●
Bing		● ● ● ● ●
Lapins		● ● ● ● ●

Atractive Packaging

A very attractive fruit like cherry is must go accompanied by an special packaging that it protects on its later distribution. Therefore, we have developed to one complete variety of cartons that adapt to the profile of sales of each one of our current customers: retailers, whosalers, supermarket chains and catering companies.

Please, kindly take a look on next pages which one of them suit better for your clients.



2.5 Kgs Gift Box Güizzo® Brand

- Elegant & sophisticated appearance.
- Gift-oriented packaging.
- High rotation on point of sales. Only 2,5 kgs of net content.
- Recommended for catering companies, top-end supermarkets and specialist fruit stores.
- Available sizes: 26-28 mm, 28-30 mm & 30-32 mm.
- Cartons per pallets: 228 (air shipments only).



5 Kgs Carton Güizzo® Brand

- Recommended for wholesaler companies and supermarket chains.
- Cherries are packed loose into a sealed plastic bag.
- Elegant packaging design.
- Available sizes: 26-28 mm, 28-30 mm and 30-32 mm
- Cartons per pallets: 120 (air shipments) and 160 (boat shipments).



5 Kgs Carton Red Pearl® Brand

- Visually attractive and modern packaging design.
- Recommended for wholesaler companies and supermarket chains.
- Cherries are packed loose into a sealed plastic bag.

- Available sizes: 24-26 mm, 26-28 mm & 28-30 mm.
- Cartons per pallets: 120 (air shipments) and 160 (boat shipments).





Integrated Quality

Güizzo Frutas Frescas provides to their fellow growers with a technical assistance programme, which covers the main steps of the growing phase: fertilization, irrigation, pruning, thinning, pest control, crop management and post harvest.

Only through a comprehensive supervision of each step, it is possible to meet the growing health demands of today's markets.

We are constantly researching and working with the purpose to deliver to consumers a produce that is according to its own nature and in accordance with the highest quality standards.



GLOBALG.A.P.[®]

Contact Details

Head Office & Packhouse:

Boedo s/n (1500 metros al este de Acceso Sur)
5503 Carrodilla, Luján de Cuyo
Provincia de Mendoza
Argentina

Head Office Phone: +54 261 496 4487

Head Office Fax: +54 261 496 0903

Email: export@guizzofrutas.com

Business Hours:

Monday to Friday, 09 a.m.. - 06 p.m..

Saturday, 09 a.m.. a 12 p.m.

Member of:

