What is the CERADINIGROUP?

Our passion is our work.

- The flexibility of a company with years of experience
- Seriousness which always looks to the future
- Continuous research for the best quality fruit
- The dynamism of a young spirited company
  - The strength of an established brand
  - Care and attention to the client
  - Marketing support services
  - Careful attention to detail
  - Desire to stand out
CERADINIGROUP has no export restrictions

CERADINI B&C is an agricultural company in Italy which was set up by Bernardino and Carlo Ceradini in the 1960s. The farm is responsible for nursery activities and the production of kiwi.

KINGKIWI is a brand which applies uniquely to kiwis produced by the CERADINI GROUP. The annual volume of sales is about 15,000 tons in 20 countries in 4 continents worldwide.

KINGFRUIT is the company which deals with the marketing of fruits and relations with clients.

GLOBALG.A.P.
The Global Partnership for Good Agricultural Practice
The CERADINIGROUP was set up in 1975 bringing together the CERADINI B&C, KINGKIWI and KINGFRUIT brands. The main focus of this group is on quality, product care and respect for the land. The CERADINIGROUP philosophy can be seen in the special care taken of selected plants in the nursery, followed by meticulous processing, warehousing and packaging through to the distribution of kiwis and other fruit from Italy or imported from the most suitable areas. The company is characterized by flexibility in satisfying customer requests and transparent and reliable relations with clients. The CERADINIGROUP represents about 100 selected Italian growers who produce fruit with passion and in harmony with nature. The Group makes annual investments from part of its turnover for developing the research program of improving the quality, producing new varieties and for production methods always more ecological and integrated with environment. The KINGKIWI and KINGFRUIT labels are synonyms of guaranteed impeccable quality, taste and high nutritional value.
**Company**

CERADINI B&C covers a surface area of 70 hectares and is situated along the banks of the Adige river less than 30 km from Lake Garda to the west of the historical city of Verona, famous for Romeo and Juliet. The area has seen significant growth in the production of peaches and other fruits and vegetables since the establishment of the state irrigation system at the beginning of the last century. In the mid-seventies, thanks to the enterprise and foresight of the founders of the company, CERADINI B&C was one of the first companies in Verona to introduce the Actinidia culture. Over the years, the company has become a point of reference for other growers in Verona who are interested in this innovative system and has also been able to share experiences and introduce new initiatives. Thanks to CERADINI B&C, the agricultural area of Verona which in the past was more famous in Italy and abroad for sweet peaches, is today also well known for delicious kiwis.

**Production process**

The agricultural firm CERADINI B&C follows a production process which involves various delicate phases differentiating it from other competitors in the market. Every step is carefully studied and continuous improvements are made with the objective of achieving and maintaining the high standards of which CERADINI B&C can be proud.
Our long years of experience in the production of kiwi in addition to growing techniques which have improved over the years and to favourable climatic conditions of the fertile inshore soil surrounding Lake Garda, mean that CERADINI B&C is able to supply the market with fruit of very high quality which can satisfy even the palate of the most demanding consumer. A very important characteristic of the Kingkiwi is the long shelf life which is the result of the high concentration of sugars in the fruit. An increasing demand for sustainable farming together with the guarantee and beneficial qualities of the products have resulted in CERADINI B&C deciding to opt for the Integrated Production method and to adopt the main certifications, including the standard Global GAP.

The benefits of kiwi

There are many different types of fruit with many different properties that distinguish them, but the kiwi is one of the most nutritious fruits. A kiwi a day gives a fifth of the recommended daily allowance of vitamins and minerals, essential elements for our bodies if we want to enjoy good health and to keep fit. They are the natural alternative to vitamins, pills and other expensive nutritional supplements and have very few calories. Kiwis are extremely rich in vitamins C and E and have a powerful antioxidant function that slows the action of free radicals, harmful substances that affect vital membranes and disturb the action of enzymes, proteins and DNA. Kiwis are an excellent source of energy and health.
A kiwi a day...
- Rich in vitamin C
- A natural balancer
- A healthy option

### Nutrition table

<table>
<thead>
<tr>
<th></th>
<th>Vitamin C</th>
<th>Protein</th>
<th>Energy</th>
<th>Potassium</th>
<th>Iron</th>
</tr>
</thead>
<tbody>
<tr>
<td>100 g</td>
<td>125 mg</td>
<td>1.2 g</td>
<td>44 kcal</td>
<td>400 mg</td>
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<tr>
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<td>1.1 g</td>
<td>85 kcal</td>
<td>420 mg</td>
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</table>
KINGFRUIT was created from the experience of the KINGKIWI brand of the firm CERADINI B&C. KINGFRUIT, thanks to the professionalism already reached in the area of kiwi production, is the natural evolution of CERADINI B&C whose aim is to expand the range of fruit and to meet the demands of Italian and foreign clients. Apples, peaches and nectarines, table grapes and pears: KINGFRUIT offers their clients a variety of high quality products while maintaining a competitive price. The KINGFRUIT label is a real guarantee of a qualitative selection of the product in terms of the principal international standards. KINGFRUIT is able to export fruit to all the principal geographical areas with safe and reliable transport and good conservation over long distances.
The success of CERADINI B&C also includes the kiwi plant nursery. Established in the 80s with the aim of satisfying the firm’s demands, the nursery attracted a great deal of interest from local producers and in 2000 the production of the plants became a branch of the firm. The composition of the land and the experience acquired mean that CERADINI B&C is able to develop plants with an excellent root system, fundamental for quick growing after transplanting.

Thanks to word-of-mouth recommendations, in a little over 10 years CERADINI B&C has also become the most famous nursery of kiwi plants in Italy and abroad.
The packaging

Attention to detail is one of our strong points. We are also very careful about the choice of packaging. Our packaging is made up exclusively of new, resistant certified materials for food. This not only guarantees safe transportation, but also ensures that the product is delivered in the best condition to the consumer. The design of the packaging is equally important and is periodically renewed in order to maintain a fresh and stimulating image.
Eyes reflect the state of your health!
BASKET
60 x 40 x 14 cm
BASKET 10 x 900/1000 g.net
PALLET 100 x 120 cm - 80 cartons
EUROPALLET 80 x 120 cm - 64 cartons

MINI BASKET
60 x 40 x 11 cm
BASKET 10 x 500/750 g.net
PALLET 100 x 120 cm - 105 cartons
EUROPALLET 80 x 120 cm - 84 cartons
The packaging

1 LAYER
60 x 30 x 6 cm
2,7/3/3,3 kg. net

Pallet
100 x 120 cm
272 cartons

Europallet
80 x 120 cm
192 cartons
1 LAYER

40 x 60 x 6 cm
5 kg. net

PALLETT
100 x 120 cm
160 cartons

EUROPALLETT
80 x 120 cm
120 cartons
MINI BOX
40 x 30 x 13 cm
5 - 6 kg. net
PALLET 100 x 120 cm - 160 cartons
EUROPALLET 80 x 120 cm - 128 cartons
BOX

40 x 30 x 20 cm
10 kg. net

PALLET 100 x 120 cm - 100 cartons
EUROPALLET 80 x 120 cm - 80 cartons
Mountain strawberries produced out-of-ground in Italian Alps - the fastest achievement and the most challenging project of CERADINIGROUP. Just in few months the plant was ready and the new brand FRAGOLÀ was inaugurated.

On the altitude of 1150 meters above sea level we produce the most delicious strawberries taking advantage of the best climate conditions the Italian mountains landscape can offer. The plant is provided with a rain water saving system and leachate, frost protection equipment in order to extend the production system and keep a wet microclimate inside the greenhouses, management of feeding systems and the most advanced technologies on the market. Moreover, the strategic position together with useful insects and natural prevention systems let us to avoid chemical treatments that are usually used in strawberry cultivation.