

*High demand of kale and black cabbage for SIPO***Italy: Cold boosts sales of seasonal vegetables**

After weeks limited demand, orders are now increasing. This is especially true for seasonal vegetables and special ones such as kale and black cabbage. This is reported by the company SIPO, a specialist in vegetables, now offering both special and more traditional ones, such as spinach.



First range kale

Elisa Monticelli, marketing manager of SIPO: "Our products cover all customer needs and, in this period, some articles are more demanded than others. These are typically winter items such as kale, black cabbage and spinach. These vegetables are appreciated by consumers in this period because they are suitable for cooking."



Spinach packages

The three articles are offered as fourth range products. They are grown organically in the area of Salerno, or conventionally in Emilia Romagna.



Washing phase of spinach prepared for the fourth range

Elisa Monticelli: "The fourth range is offered in 400-gram packages, whereas the first range is available in foldable stackable storage bins or in disposable packaging. Most of our production goes into the Italian large-scale distribution, but now we are also moving abroad, testing a new packaging that allows extending the shelf life".



Elisa Monticelli with black cabbage

According to Monticelli, the abnormal temperatures of October and November caused the consumption of winter vegetables to be postponed by one month. "Now, in the run-up to Christmas, we hope that consumption will increase and return to its normal levels".



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