



LARGE ASSORTMENT IN SIZES AND COLORS



SWEET SWEET tribelli®



Announcements

- Click here to receive this news directly in your inbox

Job Offers

- Production Manager
- Assistant Professor - Controlled Environments Entomologist
- Technical Development Specialist | Horticulture | France
- Director of Business Development | Middle East | Agtech
- Farm/Production Manager; Berlin (m/w/d)
- Trader Asian Market
- Avocado Growing Manager - Kenya
- Sales Manager for Nordic countries (H/F)
- Trader - Buyer Zachfruit en Exoten
- Senior Breeder

» more job offers

Specials

- Global Focus Exotic/Tropical Fruit
- Special Latin America

Top 5 -yesterday

- Citrus, avocado and grape importer announces new warehouse expansion
- More flooding expected in Orange River region
- "We want to minimize the impact of chilling damage on avocado quality"
- New cherry varieties shows promise to make Chilean season even earlier
- Demand for pomegranates triples at Christmas

Top 5 -last week

- Growing potatoes 'in thin air' could increase profits up to 20 percent
- More early South African grapes kept locally
- Early stonefruit, perhaps early grapes as well
- "You don't only have to be knowledgeable about the crop, but you also have to know how to work with others"
- Dutoit opens new Cherry Time™ packhouse with a 'cherrific' crop

Top 5 -last month

- Growing potatoes 'in thin air' could increase profits up to 20 percent
- Medicinal mushrooms the next big trend?
- Rainy run-up to the South African litchi harvest aids sizing
- Pomegranates a good investment for South African grower
- Early South African cherries have the world stage to themselves

Exchange Rates

- USD: 1.0454
- JPY: 142.48
- AUD: 1.5377
- BRL: 5.4508
- CAD: 1.4059
- CNY: 7.3965
- NZD: 1.6446
- ZAR: 18.5393

Foreign exchange reference rates for the Euro
Source: ECB

**Sipo has changed the packaging of its fresh mushrooms
A strategy to encourage in-store stock rotation**

By reducing the number of trays to provide more rotation for the product in stores, the Italian company Sipo has been able to downsize the packaging of mushrooms, a very delicate product, while providing maximum freshness to the consumer. It is a new, more compact cardboard tray, reducing the number of pieces to 4 per package unit. Previously there were 9 pieces for sliced mushrooms, and 6 for whole mushrooms.



"The Sapori del mio Orto line of fresh mushrooms," says Massimiliano Ceccarini, CEO of Sipo, "consists of different types of mushrooms, both single-ingredient and reconstituted in different ingredient mixes, in 300-gram trays, to be consumed either cooked or raw."

In the 300-gram virgin paper tray format, each product is hand-picked every day and packaged to be then commercialized in large-scale retail and specialized food channels. The shelf-life is 7 days, at a suggested storage temperature less than 8°C.

"We have created," continues Ceccarini, "a smaller crate with only 4 packs inside, which allows smaller stores to manage the product without waste, with more product turnover and a more compact tray, which gives visibility to the product during the purchase phase. The lower number of pieces also allows larger stores a higher rotation, as well as ensuring greater daily freshness of the product."



The line consists of 14 references, of which 8 are single-ingredient and 6 are recipe products. The single-ingredient line includes whole and sliced white champignons, cream champignons, cardoncello, pleurotus, poplar, portobello, and shitake. The recipe line includes stuffed champignon mushrooms, seasoned mushrooms with vegetables, baked mushrooms, mushroom salad, mixed mushrooms, truffle mix.

"The renewal of the packaging," concludes the general manager, "represents for Sipo a further step in the proactive approach of the company and its continuous efforts to focus on the product and its freshness and to satisfy the consumer in the best possible way."

For more information:
SIPO Srl
Via Fermignano 20
47814 Bellaria Igea Marina (RN)
+39 0541 339711
sipo@sipo.it
www.sipo.it



Publication date: Thu 1 Dec 2022



Choose Unisorting brand of UNITEC.
Apples Sort 3
UNIQ Apples

email this article Print

Receive the daily newsletter in your email for free | [Click here](#)

Other news in this sector:

- 2022-12-01 "It is young companies and open minds that make the difference"
- 2022-12-01 A strategy to encourage in-store stock rotation
- 2022-12-01 Putting an end to wasteful packaging, boosting reuse and recycling
- 2022-11-30 Minamisoma company turns vegetable waste into eco-friendly plastic
- 2022-11-29 "We plant a single tree with every deal that we make with a client"
- 2022-11-29 Manupackaging announces strategic partnership with Polymateria for biodegradable films
- 2022-11-29 Reclosable and sealed freshness-saving packaging with tamper-evident solution
- 2022-11-25 Cambodian Minister plans QR-code stickers to combat fraud with durians
- 2022-11-23 Himachal: No takers for 6% Goods and Services Tax rebate on apple cartons
- 2022-11-22 Edible packaging addresses both food waste and plastic waste
- 2022-11-22 SAVRpak partners with Mexican company Jüsto, distributing moisture control technology
- 2022-11-21 A range of paper and board packaging suitable for over 30 different fruits and vegetables
- 2022-11-21 "Prices in the plastics market in the EU and the US showed a decline in October"
- 2022-11-17 "A pallet-based system to extend berry shelf-life"
- 2022-11-17 Pineapple, chocolate and coffee part of special holiday gift boxes from Hawaii
- 2022-11-16 Quality label for products from Troodos mountain
- 2022-11-14 EastPack announces \$30 million notes issue to meet growth in kiwifruit demand
- 2022-11-14 Veggie waste offers green solution to single-use packaging
- 2022-11-14 Angus Soft Fruits now importing berries using reduced-plastic, cushioning punnet to improve quality and recyclability.
- 2022-11-11 Brazil: Products must have labels from January 2, 2023

[« Back](#) | [FreshPlaza.com](#)

