





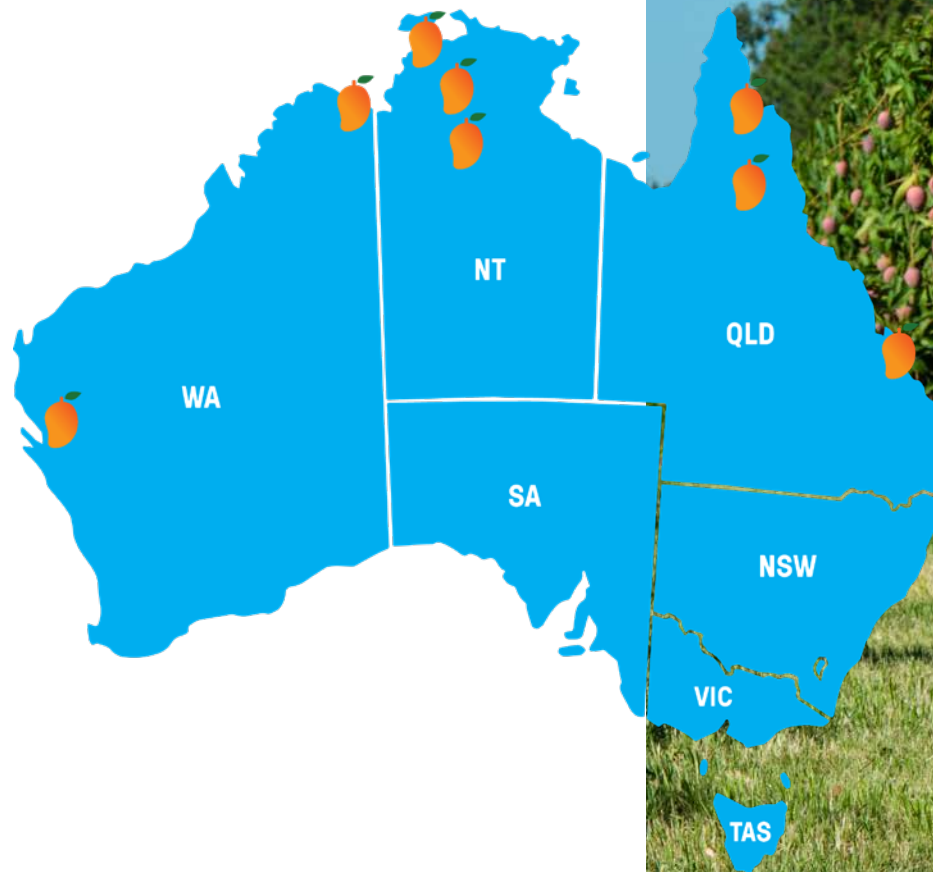
# ABOUT CALYPSO® MANGOES

Calypso® is the brand name for the B74 mango, a hybrid of the Sensation (a highly coloured and very productive Florida variety) and the Kensington Pride (a popular Australian variety renowned for its intense flavour).

It was introduced in 1999, the first new mango variety in over 30 years, and it really shook up the Australian market. The variety carries the best attributes of both of its parents and addresses all of the issues that had proven a concern (plus a few others!).

Perfection Fresh control and manage the growing and propagation process to ensure that all Calypso® Mangoes meet our criteria for the “Perfect Mango”. Not only do we have a dedicated grower group who produce our delicious Calypso® mangoes, we also have a team around the country from packing, shipping, marketing, quality assurance and of course our dedicated sales team.

Our strategically located team around Australia ensure our Calypso® mangoes, once picked from farm, arrive to your plate in the perfection condition.





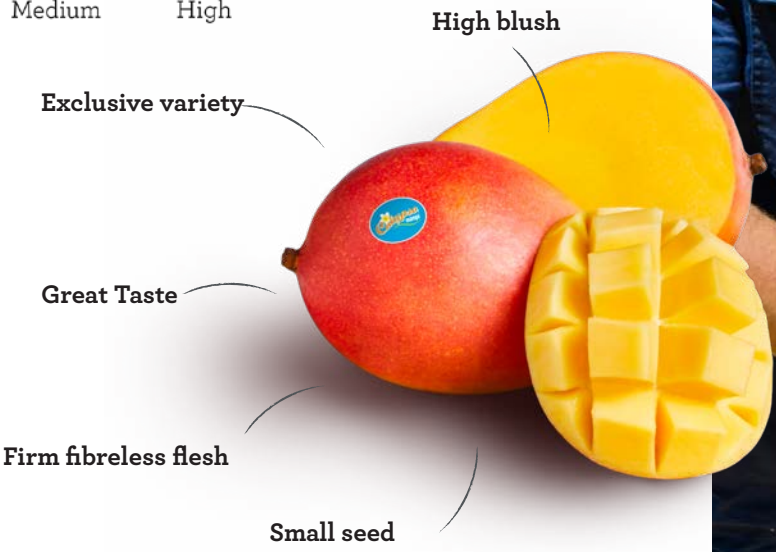
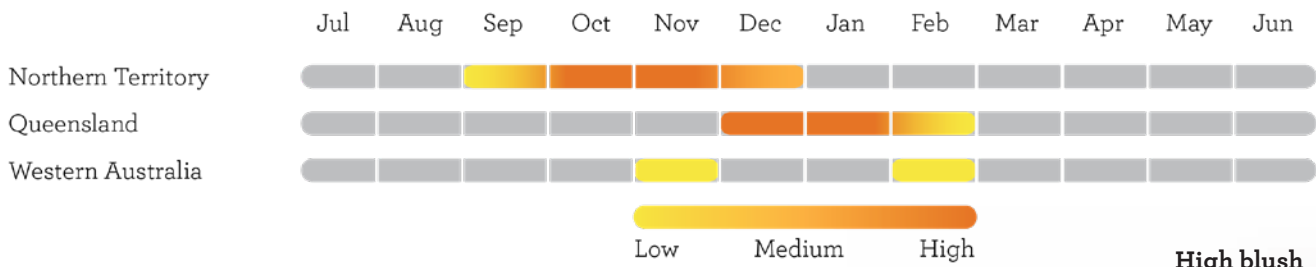
## FOR THE RETAILER

- Firmer flesh means the fruit holds up better to the rigours of the supply chain, ensuring it arrives in store looking fantastic and has a longer shelf life, resulting in lower shrink and better margins.
- It is visibly beautiful, a bright yellowy-orange with a stunning pink blush, meaning it attracts the consumer and drives interest.
- Comprehensive marketing program to boost consumer awareness.

## FOR THE CONSUMER

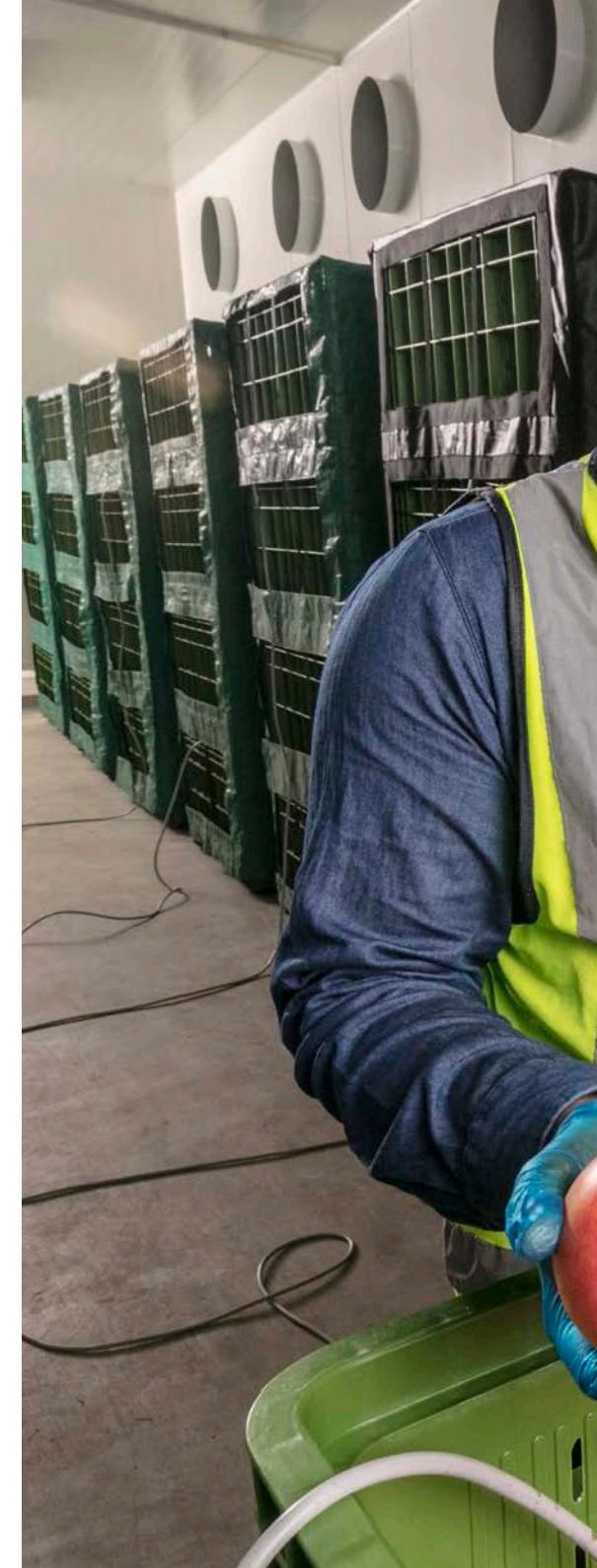
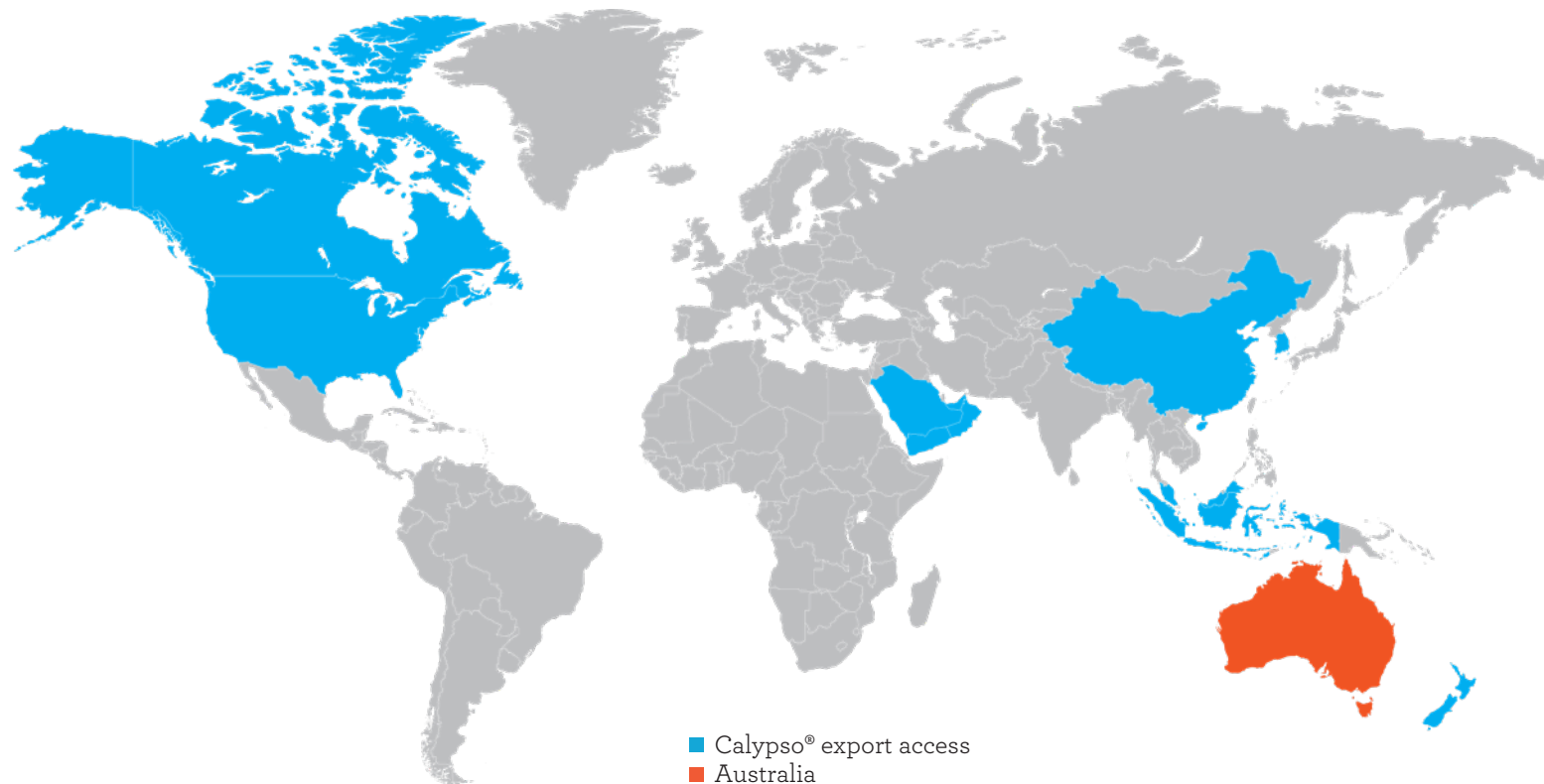
- It has an extra small seed, which means there is more mango flesh to eat and you get greater value for money.
- It has smooth, succulent flesh with no stringy fibres.
- The firmer flesh makes it great for cooking, so it's a really versatile mango.
- It has a juicy texture, sweet fragrance and that delicious mango taste – consistently.

## SEASONALITY



## EXPORT

- Perfection Fresh Australia own the exclusive marketing rights to Calypso® mangoes.
- There are massive export opportunities for Calypso® mangoes. Perfection Fresh Australia is well positioned to capitalise on these growth opportunities.
- We are well equipped to export our Calypso® mangoes out of all major Australian cities with both air and sea freight available.
- We have our own VHT (Vapour Heat Treatment) facility in Brisbane, Queensland so we can control the whole process of treating and shipping into Asia. This is the largest VHT facility in Australia, processing up to 9 tonnes of fruit per treatment.











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#### **ABOUT PERFECTION**

We're what you might call a home-grown company – in more ways than one! For over 40 years we've operated as a family business. We have a long history in agriculture and together with the Australian farming community we grow the freshest, most flavoursome produce around.

It's a legacy of flavour perfection that's been handed down through the family. From our founder Tony Simonetta right through to our 500+ staff, who share our passion for bringing you unforgettable, fresh flavours.