



# THE CANTALOUPE THAT HAS IT ALL

Long shelf life. Rich color. **Infinite flavor.**



OVER THE PAST 10 YEARS, CANTALOUPE HAS BEEN LIMITED TO ONE OR TWO OF THESE DESIRED ATTRIBUTES: DURABILITY, YIELD AND FLAVOR. BUT NOW YOU DON'T HAVE TO CHOOSE. GROUND-BREAKING INFINITE GOLD MELON DELIVERS ON ALL THREE CRITICAL FEATURES. INFINITE GOLD'S LONG SHELF LIFE MEANS THAT THIS CANTALOUPE WILL GO THE EXTRA MILE – STAYING FRESHER LONGER AND PROVIDING THE SWEET, JUICY CONSISTENCY CANTALOUPE LOVERS CRAVE.

[WWW.INFINITECANTALOUPE.COM](http://WWW.INFINITECANTALOUPE.COM)

# WITH INFINITE GOLD, YOU CAN HAVE IT ALL!

Over the past 10 years, cantaloupes have been limited to one of three attributes: durability, yield and flavor. **But now you don't have to choose.**

## Introducing Infinite Gold:

- Infinite Gold offers a unique flavor that has been missing from cantaloupe varieties in recent years.
- Infinite Gold's long shelf life means this melon will hold longer on the shelf once on display in stores.
- The LSL qualities of Infinite Gold means that they will continually arrive fresh to stores, even after a long journey.
- Consumers will cut into a ripe Infinite Gold melon and immediately see and taste the difference!

AUGUST 2013: SENSORY EVALUATION		
CHARACTERISTICS	INFINITE GOLD	LEADING COMPETITOR
Musk/Melony	9.1	6.6
Floral/Pumpkin	4.5	3.3
Sweetness	13.2	12.9
Crisp/Pulp Firmness	6.0	4.9
Rind Color	12.0	10.0
Groove Color	10.0	8.0
Flesh Color	10.1	8.7
External Color Balance	11.0	8.7

AUGUST 2013 OVERALL RATINGS:		
QUALITY FACTORS	INFINITE GOLD	LEADING COMPETITOR
Overall Appearance	12.2	11.5
Overall Flavor	13.4	12.6
Overall Texture	11.9	11.5
Overall Aroma	12.2	10.5
<b>OVERALL QUALITY</b>	<b>12.6</b>	<b>11.8</b>

In third-party research studies, Infinite Gold ranked highest for flavor, texture, and aroma. Infinite Gold was also rated highest for physical characteristics such as rind color, flesh color, and external color balance. Research provided by SCS Global Services—A third-party environmental and sustainable certification, auditing, testing and standards development company located in Emeryville, California.

# WE PUT INFINITE GOLD TO THE TEST

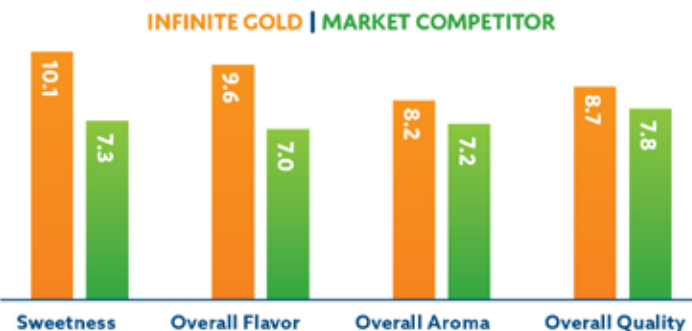
Recent shelf life and flavor analysis confirms Infinite Gold maintains freshness and true cantaloupe taste 14+ days longer than market competitors.

## BRIX COMPARISON



When compared to competition, Infinite Gold lasts longer and offers better eating experience from beginning to end.

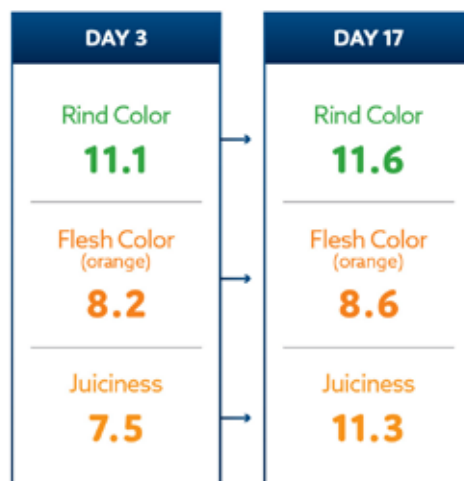
## SENSORY EVALUATION



This evaluation was conducted by SCS Global Services, a provider of third-party environmental and sustainable, auditing, testing and standards development, to help evaluate shelf life and sensory information for both Infinite Gold and a recently introduced market competitor (claiming extended shelf life).

**Infinite Gold is a long shelf life melon that actually improves flavor profile, color and juiciness with time!**

## SHELF LIFE EVALUATION



\*Scale ranging from 0-15

## SAKATA®

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