



## Infinite Gold Takes First Place, AGAIN!

*Recent Shelf Life and Flavor Analysis Confirms Infinite Gold Maintains Freshness and True Cantaloupe Taste!*

### Shelf Life Analysis Results

Infinite Gold delivers on shelf life, offers great visual appeal and it's sweet and juicy. But don't just take our word for it! A recent, third party, blind-testing of Infinite Gold, conducted over 17 days, showed that Infinite Gold melons have the potential to maintain freshness, flavor and quality 14+ days longer than standard Western and Eastern shippers. Analysis showed excellent-to-very good Brix scores and good visual scores for exterior and interior color, while still scoring high for sweetness

August 2016: Shelf Life Evaluation		Infinite Gold		
Date*		Day 3	Day 12	Day 17
Temperature Average (F°)**		71.0	72.2	71.7
Key attribute		Score	Score	Score
Brix		13.6	12.2	12
Rind Color		11.1	11.6	11
Flesh Color (orange)		8.2	8.6	8.6
Sweetness		10.1	8.6	7.6
Juiciness		7.5	11.3	12

\*First testing date was conducted 3 days post-harvest. \*\*Melon samples were stored at room temperature to simulate shelf life conditions.

### Flavor Analysis Results

That same third-party testing revealed that when compared to a recently introduced market competitor (claiming extended shelf life), Infinite Gold offered better flavor from **beginning-to-end**, providing the sweet, juicy true cantaloupe flavor consumers love, longer. Critical taste attributes show Infinite Gold offered higher ratings for Brix, Sweetness, Flavor Balance, Overall Aroma and Overall Quality.

August 2016: Sensory Evaluation: Key Attributes				
Sample	Infinite Gold	Market Competitor	Infinite Gold	Market Competitor
Date*	Day 3	Day 3	Day 12	Day 12
Temperature Average (F°)**	71	70.3	72.2	Due to internal breakdown, samples were unable to be tested.
Key attribute	Score	Score	Score	
Brix	13.6	11.2	12.2	
Sweetness	10.1	7.3	8.6	
Bitterness	0.0	1.1	.5	
Sourness	0.0	1.5	.8	
Stale/Off-flavor	0.3	2.1	1.4	
Overall Aroma	8.2	7.2	8.2	
Overall Flavor Balance	9.6	7	8.8	
Overall Quality	8.7	7.8	7.7	

\*\*First testing date was conducted 3 days post-harvest. Both melons were harvested on the same day, with the same maturity level.

\*\*Melon samples were stored at room temperature to simulate realistic shelf life conditions.