



## Press release

### ADORA returns to Fruit Attraction Madrid with big changes

ADORA was one of last year's star newcomers and, after a very successful 12 months, it's returning to Fruit Attraction with some big changes.

ADORA is reinforced by Verdita's creation, a company created by four prestigious Spanish companies (CASI, BIOSABOR, LA PALMA and UNICA) to support the development of this tomato brand on the European market.

ADORA conquered markets and taste buds during its first year, thanks to its greatest asset – flavour. In order to meet expectations around this second campaign, the production space has tripled.

This year, ADORA will be available in countries such as Switzerland, Italy, France, England and Germany, as well as continuing its growth in the Spanish market.

But how can you tell an ADORA tomato from any other? It's simple!

This tomato must bear a label showing its name, so that customers can be sure of enjoying an authentic ADORA tomato.

The ADORA tomato brand stands out from the rest, combining great flavour with a series of unique sensations. With its outstanding nutritional benefits, it is a delight to all the senses and is bursting with vitality. And, because of its excellent keeping qualities, it maintains all its benefits.

ADORA is grown in traditional tomato-growing areas, using the knowhow of passionate producers who are committed to respecting the specific conditions that guarantee that these tomatoes can maintain their superior quality on the market, from November through to May.

Don't miss the chance to visit ADORA at Fruit Attraction Madrid – from 23 to 25 October 2018 Stand 9B08.

Valence, October 15, 2018

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ADORA is a Brand of HM.CLAUSE.

HM.CLAUSE is a global vegetable seed company dedicated to meeting local needs through global diversity, and is committed to innovation inspired by worldwide partnerships in the scientific, industrial, and commercial fields. An innovative company whose core business is plant breeding, HM.CLAUSE specializes in the development, production, and sales of vegetable seeds worldwide. In 2008, Harris Moran Seed Company (USA) and Clause (France) were grouped together under the HM.CLAUSE Business Unit of Limagrain. HM.CLAUSE generated 365 euro million in annual sales in 2017 and employs more than 2900 people full-time located in over 30 countries around the world. Its investments in research and breeding represent 15% of annual sales. The organization coordinates breeding for 24 species and has more than 800 people actively engaged in research and development activities. HM.CLAUSE is a Business Unit of Limagrain, an international agricultural co-operative group, specializing in field seeds, vegetable seeds and cereal products. Founded and managed by French farmers, Limagrain is the 4th largest seed company in the world.

#### Annexes

Official ADORA label

Fruit picture

#### Press contact

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