

Yellow Sweet Palermo awarded highest possible rating by International Taste Institute

Earlier this month, Rijk Zwaan's yellow Sweet Palermo pointed pepper received the highest possible rating of three stars in the International Taste Institute's Superior Taste Award 2020, and the red Sweet Palermo was awarded a two-star rating. Sweet Palermo is the first sweet pointed pepper to receive this award, which revolves around flavour.

Each year, an independent panel of prestigious chefs, including chefs with Michelin-star restaurants, from 20 different countries evaluate food and beverage products from all over the world based on first impressions, appearance, aroma, taste and texture. To achieve the highest possible rating of three stars, the product's average score must be more than 90% across those five criteria.

Score of more than 90% for yellow Sweet Palermo and 87% for red

The three-star rating for the yellow Sweet Palermo was not a complete surprise. Consumer research has previously confirmed its sweet, aromatic and fruity flavour. The flagship product, the red Sweet Palermo, scored 87%, which qualified it for a two-star Superior Taste Award. The orange and chocolate Sweet Palermo variants likewise received a two-star rating.

"Taste is a key value"

Rijk Zwaan and the Sweet Palermo growers are happy with these results, because taste is one of the key values of this sweet pointed pepper range. Due to the long ripening process, the flavour of Sweet Palermo develops more slowly than other peppers and is more intense. The chefs' conclusions confirm this in practice.

Prize-winning Sweet Palermo

Sweet Palermo is a regular prize-winner. Earlier this year, the pepper received the Taste of the Year 2020 award in Spain. In 2018, a recipe based on red Sweet Palermo with chocolate won a prize at the FICA Summer Event in the

Netherlands, and in 2015 it was voted Product of the Year at the Fresh Market Fair in Poland. In 2012, Sweet Palermo received its first accolade as the best pepper in the Netherlands in Foodlog's New Fresh category.

For more information:

www.sweetpalermo.com (<http://www.sweetpalermo.com>)

www.taste-institute.com (<http://www.taste-institute.com>)

www.rijkszwaan.com (<http://www.rijkszwaan.com>)

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