

MARKETS

PHOTO REPORT
—Kiwifruit brands

Sweeki stars in Malaysia

KUALA LUMPUR—Italian Sweeki was centre stage at a special event in Kuala Lumpur to mark its official launch in Malaysia.

by Luisa Cheshire
@luisafruitnet

Sweeki producers Origine Group and leading Malaysian importer Euro-Atlantic celebrated the official Italian Sweeki launch in Malaysia on 28 November. An informative and fun-filled workshop for around 80 fruit buyers and retailers was held at the Aloft Hotel in Kuala Lumpur, designed to place the brand front and centre in the market.

At the event, Origine Group general manager Alessandro Zampagna and sales manager Reen Nordin stressed Sweeki's year-round availability and consistent high-quality. And nutritionist Alexandra Prabaharan talked about the nutritional value of kiwifruit and how to use them in modern cuisine. [A](#)



ABOVE—(l-r) Eric Goh, executive director of Euro-Atlantic (second left); Reen Nordin, sales manager of Origine Group; HE Cristiano Maggipinto, Italian ambassador to Malaysia; and Alessandro Zampagna, general manager of Origine Group
TOP ROW (LEFT)—A mixture of the Soreli and Hayward varieties displayed during the Sweeki kiwifruit workshop
TOP ROW (CENTRE)—The Euro-Atlantic team handing out goodie bags with Sweeki kiwifruit during registration
TOP ROW (RIGHT)—The crowd looks on intently as presenters explain in detail about the Italian and Chilean kiwifruit industries
SECOND ROW (LEFT)—A refreshing canape of sliced green and gold Sweeki kiwifruit for guests to sample
SECOND ROW (CENTRE)—The crowd had a taste of the sweet, sour and spicy kiwifruit salsa prepared by nutritionist Alexandra Prabaharan
SECOND ROW (RIGHT)—Deconstructed kiwifruit cheesecake made a sweet ending to the event
LEFT—Alessandro Zampagna addressing the audience as he gives his presentation on the rich history of Origine Group and Sweeki



EUROFRUIT

THE INTERNATIONAL MARKETING MAGAZINE FOR FRESH PRODUCE BUYERS IN EUROPE



SUBSCRIBE TODAY

PRINTED MAGAZINE:

The best marketing information for fresh produce buyers

DIGITAL EDITION:

Online access included with your subscription

Fully searchable digital archive

FRUITNET DAILY NEWS:

Regular fresh news updates direct to your inbox

FRUITNET.COM:

Full access to online news

eurofruitmagazine.com/subscribe