



## FRUITS AND VEGETABLES

## COMPANY



Flor de Goiás is a genuinely family-owned company from Goiás, that has been operating in the watermelon and pineapple market since 1988. Located in Ceasa/Go, it has a considerable share in the watermelon market of the state of Goiás and the Midwest of the country. In 2018, it inaugurated its second point of sale, and in 2020 the packing house, for a better development of the market of special watermelons (watermelons without seed) in the state.



Our mission is always linked to the supply of products with quality, and focus on the satisfaction of our customers and responsibility with our partners and suppliers.



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## PRODUCTS

NCM 0807.11.00



Specialists in the watermelon market, Flor de Goiás brings to the market, in addition to the common watermelon, some varieties of the fruit, presenting a special line of watermelon. They are: Watermelon Pingo Doce-Original (red pulp), watermelon Pingo Doce Yellow, Watermelon Soet and Watermelon Premium.

All of them have a high content of brix (sugar), less seeds, firmer and crunchy pulps, vibrant colors, with up to a maximum of 10kg, they are watermelons for easy consumption, transport and large target audience.

We are official representatives of watermelon Pingo Doce in the state of Goiás; The watermelon Pingo Doce project brings a differentiated concept to the watermelon market, with an average size of 4 to 8 kg, with quality as a basic premise of Pingo Doce in all scales of fruit production and distribution. Product 100% traced, sanitized and packed in specific shipping bins with watermelon quality.

With the strategic production, complying with the best climatic conditions for harvest, in the various regions of the country, we achieve superior quality in watermelon flavor, which has 90% of its composition formed by water, rich in potassium and magnesium, with sweet and inviting taste.

## DETAILS ON PRODUCTION CAPACITY, SEASONALITY AND OTHER CHARACTERISTICS:



Product grown in several regions of the country, obeying the appropriate climate for the harvest period of the fruit in each region, which keeps continuous production and distribution of our fruits.



**FLOR DE GOIÁS**  
City: Goiânia  
State: Goiás  
Brazil

