Rubens® superior qualities:

- splendid, bright red colour and attractive shape
- a crisp, sparklingly sweet, tasteful bite
- characteristic flavour, direct from the tree
- annually productive, responds well to thinning out
- fruits show a good colour development
- continuous harvesting results in exceptionally high pack-out ratios
- excellent storage life in fruit bowl

Interested in Rubens®?
Visit the website www.civ.it
or send an email to info@civ.it
Rubens® - refreshing and full of taste

People want to enjoy life. And with Rubens® they can. Rubens®’ full, round taste brings colour to every food moment. A Rubens® apple conjures up Mother Nature. Enthusiasts appreciate apples with a sparklingly sweet taste and a light, sugary aftertaste. Rubens® has got it all. It’s an honest apple for a light snack between meals, say. At work, after a workout or on the road: Rubens® always tastes good.

Rubens® - the sparklingly sweet apple

Tests have shown that consumers enjoy apples with a sweet, rounded taste. And that is, quite simply, what Rubens® is. With its crunchy, crisp bite, the Rubens® apple is one of Mother Nature’s gifts. It keeps for a long time in the fruit bowl, retaining its full aromatic character and crisp, crunchy pulp.

Scrumptious promotion

A Rubens® apple is so wonderfully radiant and crunchy that you’d love to share it with someone. On second thoughts – could you really bear to share such an irresistible apple with anyone else? Now that is the central theme of the Rubens® promotion campaign, which is, of course, based on the pay-off ‘can you share it?’ and the compelling image of a boy looking hungrily at the apple a girl is holding in her hand.

Rubens® has the same signature all over Europe: the logo, house style and colour are the same everywhere. A special packaging formula was designed for consumer communication – new, spectacular containers that are a perfect companion to the Rubens® apple. Posters, displays and flyers with additional information complete the picture.

An apple of repute

Rubens® apple comes from crop improvement company Consorzio Italiano Vivaisti in Ferrara, Italy, the result of a cross between Gala and Elstar. All good characteristics of its forebears come together in this plump, well-rounded apple. Its origins make it the perfect apple for cultivation in northwestern Europe.

Unrivalled quality

Rubens® is being sold on the European market as a brand apple. This means that the production and marketing of trees and apples is monitored by several collaborating parties in Europe. To guarantee perfect taste and optimum quality, Rubens® are only cultivated in the very best regions. Supermarkets and specialist retailers can rest assured that the quality of the apples is consistently high.

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