



The fresh difference  
after peeling

**Keepsitcolour<sup>®</sup>**

potatoes for the consumer and the food industry

## The fresh difference after peeling

Every cook knows the impact of colour. When a dish looks good, the enjoyment grows. Too bad that many potatoes discolour after peeling. This reduces the “fresh appearance” of the end product.

### Keepsitcolor®

HZPC will change this by introducing the variety Sagitta: a tasty potato, which only discolours after very long time. Thanks to the natural characteristics of Sagitta not only will you save on preparation time, but there is also no need to take additional steps to preserve the peeled potatoes.

### The environmentally friendly potato

The advantages of Sagitta are numerous. Less residue in the waste water as well as in the end product. So that you will comply with the more and more strict European regulations in the field of food processing. Certainly the food service and processing industry, which desire safe food, will really appreciate this.

### The characteristics

Sagitta combines a full taste with a fresh colour. The look of salads, French fries and other potato dishes gain from natural freshness. This will seduce the client in choosing exactly your product and will reaffirm their choice during eating.

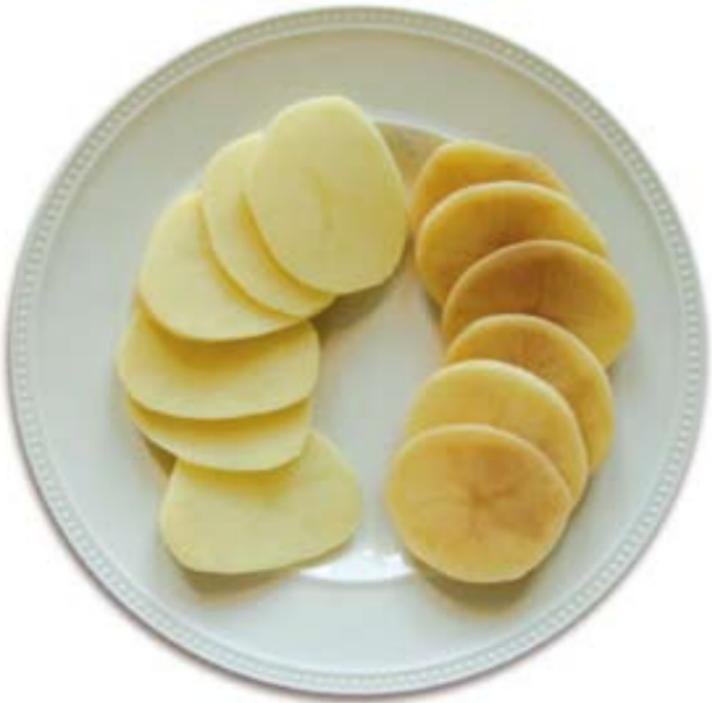
As a fresh potato Sagitta will perform excellently at home and in the food service environment. As a processed potato Sagitta will make excellent French fries or peeled products.

### The fresh difference

Are you interested in additional information about Sagitta? Please contact the HZPC sales manager in your country. For details please consult our site: [www.hzpc.com](http://www.hzpc.com).

# Keepsitcolour®

## The fresh difference after peeling





T +31 (0) 513 48 98 88

F +31 (0) 513 49 98 44

E [info@hzpc.nl](mailto:info@hzpc.nl)

[www.hzpc.com](http://www.hzpc.com)

HZPC are continuously working on the development of new potato varieties with specific characteristics, thus we make an interesting partner for many different businesses throughout the entire potato chain.

The potato is the basis of many consumers' daily food. The varied appearances, boiled or baked, fried or roasted, make the potato a welcome and healthy part of a delicious meal.

Our growers produce excellent varieties perfectly suited for the manufacture of French fries and potato crisps. They also grow excellent table potatoes that are both tasty and healthy.



Headoffice in Joure/The Netherlands



Research & Development in Metslawier/The Netherlands