



"Inflation is a tax without legislation" (Milton Friedman)

Inflation again. The invisible enemy

We have not paid attention to this economic data for years, but inflation is once again in the news in Spain and in Europe. **In March the figure in Spain reached 9.8%, the highest data in the last 37 years.** And in Germany, which is our main market, it reached 7.3%. **A large part of consumers, and not only millennials, have never known these inflation rates in their lives.** We are facing a new enemy that can have unpredictable impacts on consumer habits.

This week we return to this situation. Companies in the lemon and grapefruit sector, all without exception: growers, cooperatives, exporters and processing industries have for many months now been facing a continuous increase in transport costs, fertilisers, packaging, energy... which is leading to a reduction in margins. **A better balance of the supply chain is needed.** Economic forecasts are becoming more and more like a lottery, and we no longer remember the optimistic post-Covid forecasts. The important thing now is to act in the short term are you in?



It's time for Verna from Spain "le citron Verna est arrivé!"... why not?

This week we start talking about wine, about a success story that can serve as an inspiration for us to highlight the Verna lemon from Spain, a variety native to our country, a truly unique lemon in the world.

Every year, on the third Thursday of November, France experiences a unique moment: the arrival of the Beaujolais Nouveau, the first wine of the new harvest. The festival, which has been celebrated for more than half a century, has crossed borders and is now present simultaneously in more than 100 countries around the world. Tradition or simple marketing campaign? Whichever it is, the fact is that the celebration of the arrival of this young wine on the market is gaining more and more followers. The simultaneous launch of this wine all over the world is one of the first great publicity campaigns in the industry of wine. In 1951, the poet Louis Orizet, a native of Lyon, first proclaimed the famous phrase that had become a slogan "Le Beaujolais est arrivé!"

At first, many despised this idea because it had emerged from farmers, but finally it ended up exporting millions of bottles of wine and filling the area's wine cellars with cash. It has undoubtedly become the most eagerly awaited advertising claim of the year in the wine world to sell a fresh and fun product.



Le citron Verna est arrivé!

Can we develop this idea for our Verna from Spain?

The answer is ... yes. The Verna lemon deserves its space and prominence in the European summer.

The Verna lemon is an ideal option to introduce children and new consumers to the taste of this citrus fruit, as its lower acidity makes it a good ally to seduce those who are trying it for the first time. It is a native Spanish variety, produced according to European quality and sustainability standards, which is always a guarantee. Its skin is thicker and rougher and it has a more oval and ugly shape (although what is ugly and what is beautiful?). **Attention... best of all, Verna is a fresh lemon, and in 48-72 hours it goes from the tree to the supermarket. The southern hemisphere alternatives take much longer, at least 25 days.** There is certainly a big difference.

Ugly for some but fresh (48-72 hours), any problem?