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Enza Zaden and Wilson Produce Join Forces on Mighty Minis

Announcing the Availability of the New One-Pound Bag of Sweet Mini Peppers

NOGALES, AZ (May 2, 2012) – Wilson Produce and its long-term seed partner Enza Zaden today announced the availability of their new one-pound bag of Mighty Mini Sweet Peppers. The leaders in bringing the sweet mini pepper to market, the companies spent the last five years developing and perfecting the sweet mini pepper, giving customers an unmatched product.

For the introductory distribution, consumers can find the one-pound bag at Albertsons Phoenix, and regionally at Walmart and Target. More stores will be added soon. More than 20,000 one-pound bags of sweet mini peppers will be available in the initial run.

“The one pound bag allows us to provide our retail customers with an additional option when it comes to merchandising sweet mini peppers – and offers a better value for the consumer,” said Enrique Arana, sales manager for Wilson Produce. “Our new one-pound bag also features our new ‘Mighty Mini’ messaging that helps us truly communicate to the consumer not only how tasty this product is, but also how healthy and versatile Mighty Mini Sweet Mini Peppers can be.”

Wilson Produce and Enza Zaden have invested in marketing the “Mighty Mini” branding message to the consumer via digital, social media, public relations and on-pack marketing. The companies are also developing new recipes for sweet mini peppers including a focus on kids and healthy eating.

Wilson Produce Mighty Mini Sweet Mini Pepper Highlights:

- Superior shelf life
- Original Holland variety
- Green house grown, vine ripened
- HarvestMark partner; highest standards of food safety
- First to bring you Sweet Mini Peppers
- Year-round availability
- Now available in a convenient one pound bag
- Third generation of family growers

“Wilson Produce and Enza Zaden are 100 percent committed to offering the best possible taste, health benefits and freshness in our Mighty Mini Sweet Peppers,” said Ton van der Velden, president and chief executive officer of Enza Zaden North America, Inc. “We saw a tremendous opportunity to develop kid-friendly, healthy, multi-colored sweet mini peppers with unmatched taste.”

About Wilson Produce

In its third generation, the Wilson’s family tradition dates all the way back to the 1930s when the Wilson’s began as a small farming operation. Today Wilson Produce offers a wide selection of quality products with a name that our customers have come to trust. From field to greenhouse our lineup includes a flavorful array of the finest vegetables - each and every one grown, packed and shipped with the highest standards of food safety.

Please visit Wilson Produce on [Facebook](#), [@WilsonProduce](#) and on the web at [WilsonProduce.com](#).

About Enza Zaden

Enza Zaden USA, Inc. is a subsidiary of Enza Zaden in The Netherlands, an international vegetable seed breeding company, which is proud of the emphasis placed on its quality in breeding, production and sales. Enza Zaden has been active in the USA since 1994. In 2000, Enza Zaden acquired Coastal Seeds and became Enza Zaden USA, Inc. This was a major step forward in growing our commercial activities throughout the USA and Canada and further advanced our research operations in San Juan Bautista, CA, Myakka City, FL and Yuma, AZ.

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