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Specialty Pepper Varieties





Vegetables People Love

Peppers are consumed in nearly every cuisine across the world. The category is expanding beyond its traditional bounds as consumers demand innovation & differentiation. To meet this growing demand, we've continued to **innovate with the consumer in mind.**

With our team of specialists providing guidance in the field and consumer managers supporting in the marketplace, BASF Vegetable Seeds is focused on your success.





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GO BEYOND THE BELL

One shape really doesn't fit all, does it? Consumers are expanding beyond the recipes of yesterday and need a pepper that rises to the challenge. Whether for appetizers, slicing or snacking, consumers are looking “beyond the bell pepper” to more versatile options to suit their lifestyles.

Variety

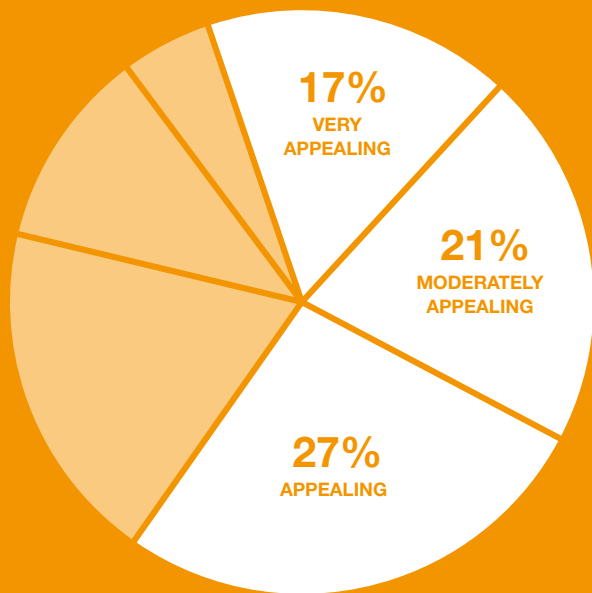
- *Walle* Midi Lamuyo

Why Choose This Variety?

- Consistent midi size
- Long shape with lobes
- Mild flavor appealing to bulk of pepper consumers
- Crunchy with long shelf life
- Highly versatile: 3-bite snack, stuffed, sliced, grilled

CONSUMER INSIGHTS

66% OF U.S. Consumers rate midi sized peppers “appealing to very appealing.”



Data provided by Information Resources Inc. (IRI) based on a study conducted with 975 U.S. consumers in November 2019.

AGRONOMICS

WALLE

Hybrid F1 Pepper

Small / thin-walled type with strong plant adaptability and attractive three-lobed shape. Easy to grow and suited for indoor production.



Maturity	Medium
Production	Long-lasting production cycle
Plant	Strong, upright, sturdy plants
Fruit shape	Attractive three-lobed shape with thin walls
Fruit size	Length 12-14 cm; Diameter 2.5-3 cm
Fruit features	Medium green color, thin wall, and excellent flavor; harvest when red.
Crop type	Indoor
Benefits	Uniform, high-quality fruits with 100% sweet taste; high tolerance to heat disorders; easy-to-manage plant



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EXPLORE THE WORLD ONE PEPPER AT A TIME

Diversity in your offering can provide your kitchen or shelves humming with business. With custom bred varieties for Spanish, Italian and Turkish cuisines, Nunhems peppers deliver mouth watering flavor whether part of Tapas, Meze or your favorite appetizer.

CUSTOM-BRED VARIETIES FOR CUISINES

Varieties

- *Snapdragon* Spanish Guindilla Pepper
- *Vesubio* Italian Frying Pepper
- *Erciyes* Turkish Meze Pepper

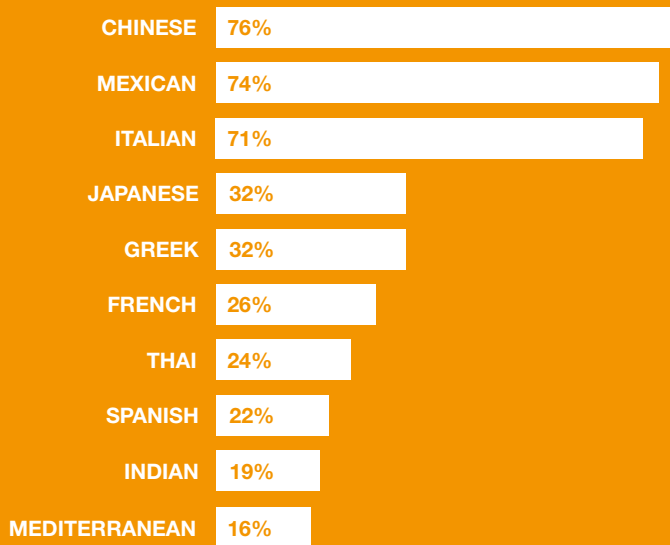
Why Choose These Varieties?

- The right pepper for your culinary masterpiece
- Exotic and authentic flavors
- One-of-a-kind eating experience

CONSUMER INSIGHTS

Top 10 Ethnic Cuisines Americans Crave Most

Based on percentage of Americans who have eaten each cuisine in the past year:



Data provided by Technomic Research:
parade.com/397203/parade/top-10-ethnic-cuisines-americans-crave-most

AGRONOMICS

SNAPDRAGON

Hybrid Anaheim Hot Pepper

Sweet and hot in one bite! Pungent bite in a bottom-up gradient: mild at the bottom (300 SHU) and hot at the top (3,000 SHU).



Maturity	Early
Production	Early fruit set; fast-growing, uniform fruits
Plant	Long internodes
Fruit shape	Large size Anaheim
Fruit size	Length 28-30 cm; Diameter 4-5 cm
Fruit features	Yellowish color, smooth and glossy appearance; relatively good cold set and good anthocyanin production amid temperature changes.
Crop type	Plastic greenhouse and plastic tunnel; good for spring cycle
Benefits	Early maturity and very fast growing speed; large, high-quality, smooth fruits

A top-down view of a white ceramic bowl filled with cooked rice, topped with stir-fried red and green bell peppers and pieces of meat. The bowl is set on a light-colored wooden surface. An orange banner is overlaid on the top left of the image, containing the Nunhems and BASF logos.

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EXPANDING THE PEPPER UNIVERSE

Peppers offer the diverse eating experiences today's consumers crave. Whether mild, medium, hot, sweet, savory, crisp or soft, the pepper universe is much more than meets the eye. Introducing consumers to new pepper eating experiences is a must. With peppers, anything is possible.

MILD, SWEET, HEAT — ALL IN ONE

Variety

- *Afat Roulette* Heat Pepper

Why Choose This Variety?

- Consistent large to extra-large Lamuyo type
- Wrinkled appearance sets it apart
- Variable mild/sweet/heat up to 8,000 Scoville units

CONSUMER INSIGHTS



Consumers want **convenient experimenting.**

Due to relatively low consumer engagement, there are very few attempts to experiment with sweet pepper products. Most stick with traditional dishes such as stuffed peppers.

By engaging with consumers about sweet peppers, we can drive usage! **Social media** in particular holds a lot of potential. Consumers use social media to find inspiration and guidance in cooking new recipes.

Data provided by Information Resources Inc. (IRI) based on a study conducted with 975 U.S. consumers in November 2019.

AGRONOMICS

AFAT

Hybrid F1 Hot Pepper

Highly productive Turkish Roulette Heat type ranging from 500 - 8,000 SHU. In tests performed by Tecnova in Spain, 11 out of 15 were hot fruits (SHU 1,500+)



Maturity	Medium early
Production	Concentrated fruit set, high yield potential
Plant	Strong but semi-compact; very dense leaf cover
Fruit shape	Irregular prismatic shape, mostly three-lobed
Fruit size	Length 10-12 cm; Diameter 5-6 cm
Fruit weight	75-90 g.
Fruit color	Medium green color, quick turn to bright red
Crop type	For open field, even under very hot conditions
Benefits	Easy to grow, high heat tolerance. Fruits are very easy to dry when ripe. Early and then very long-lasting fruit set in the upper nodes.



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THE NATURALLY FLAVORFUL MULTI-USE PEPPER

Every consumer wants a pepper with that “just picked from the garden” flavor and crunch. Flinta is a green-to-red ripening pepper that delivers the versatility consumers require. Grilled or fried, sliced or diced — Flinta delivers a premium eating experience.

Variety

- *Flinta* Crisp or Soft

Why Choose This Variety?

- Unlike anything else on the market today
- Long, smooth, tapered end like a pencil
- Easy to process or eat fresh
- Crispy when green, with mild flavor
- Soft and juicy when red, with increased sweetness

CONSUMER INSIGHTS



Raw snacking is becoming more relevant in the US.

This trend is influenced by growing health consciousness among consumers.

Most treat sweet peppers as either a healthy extra on a snack plate, or as an alternative for crackers or crisps. Another fairly common application is the use of raw sweet peppers as part of a salad.

Blocky types cut into slices are most common, but other types are also gaining acceptance.

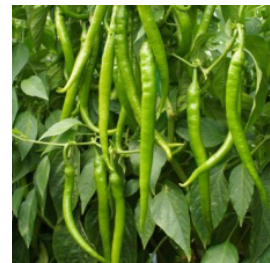
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AGRONOMICS

FLINTA

Hybrid F1 Sweet Pepper

New Turkish type, sweet and very prolific with an attractive shiny green color. Best suited for indoor crops, but can also be grown in open field.



Maturity	Medium
Production	Concentrated fruit set, very long-lasting production all through the crop cycle
Plant	Strong, tall; semi-dense cover of healthy leaves
Fruit shape	Longer, thinner shape than normal Turkish types
Fruit size	Length 22-28 cm; Diameter 1.5-2 cm
Fruit features	Sweet fruit with green color and long/hooked petiole
Crop type	Best suited for indoor production, but also suitable for open field
Benefits	Consistently sweet taste, even when grown in summer under high heat



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THE PEPPER FOR ALL OCCASIONS

Today's fast-paced life warrants food to meet our needs. Consumers want one pepper for snacking, apps and meals. As an on-the-go snack, stuffed or sliced, colored mini peppers deliver an antioxidant blast with no waste.

Varieties

- *Summak* Sweet Red
- *Katzi* Sweet Orange
- *Tapuni* Sweet Yellow

Why Choose These Varieties?

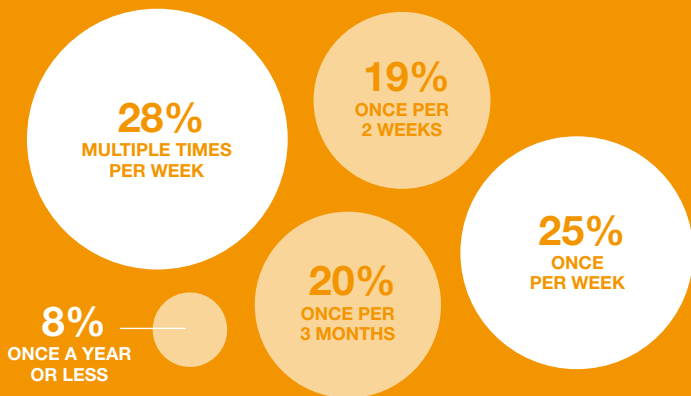
- Low waste: only “two bite” varieties in the market
- Thick walls and exceptional shelf life of 2+ weeks
- Outstanding flavor profile

CONSUMER INSIGHTS

Minis are perceived as the easiest peppers for snacking.

Penetration of Mini Snackers is still low, but raw usage is increasing.*

CONSUMPTION FREQUENCY OF MINI SWEET PEPPERS AMONG A SAMPLE GROUP OF 346 CONSUMERS:



* Penetration low by comparison with traditional bell peppers.

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AGRONOMICS

COCKTAIL PEPPERS



Cocktail-sized pointed sweet peppers ideal for snacking: Tapuni (yellow), Katzi (orange), Summak (red).

Maturity	Early
Production	Concentrated set; adapted to spring, summer, and fall production
Plant	Compact, open
Fruit shape	Pointed (small)
Fruit size	Average length 12 cm; average diameter 3.5 cm
Fruit weight	Average weight: 40 g
Fruit features	Sweet, brightly colored fruit with 2-3 lobes, pointed end, and thick walls
Crop type	Best suited for indoor production, but also suitable for open field
Benefits	Excellent performance under warm conditions due to very good heat setting and plant balance

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**Advice for cultural practice**

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Product illustrations

All varieties shown were grown under favorable conditions. Identical results are not guaranteed nor implied for all growing conditions.

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Disclaimer

The texts and pictures in this booklet are intended to help the grower identify plant diseases that affect his crops. The information herein is based on general observations. The pictures might give a distorted image of reality. This booklet was compiled on the basis of all the information available to Nunhems USA at the time of compilation. The information is not to be considered as an advice or recommendation. Nunhems USA in no event accepts any liability on the basis of the information or pictures in this booklet.

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