

# About us

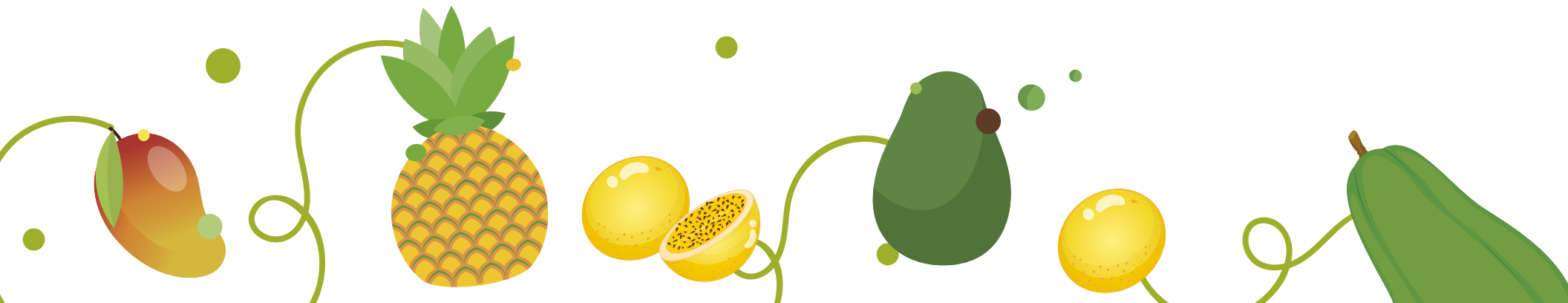
Casa fresco is a national and international brand, which owns intellectual property belonging to Sersuluz Servicios y Suministros Luz ca, a Venezuelan company founded in 2013, is associated with the national production and export of tropical fruits, grown under the highest levels of quality in organic and fruit and vegetable products, complying with food safety regulations in all markets to services and protocols to our customers exceptional quality fruits.

We are specialized in supplying an extensive range of exotic fruits to stores, supermarket chains, hotels, catering services, intermediate industries, and other types of clients both nationally and internationally. For this we have a team of professionals and technicians, highly qualified in the world of agriculture, engineering, national and international trade, administration, law, among others.

Throughout the year we receive a stable and exceptionally diverse supply of high-quality, delicious and healthy fruits, the result of a careful selection of the harvests, which we incorporate into our inventories, which go directly from the producer, to our plant to be processed from immediately, and thus allow an agile dispatch to our national and international markets. All our fruits are produced in the best lands of Venezuela, a tropical paradise located in the north of South America that contain the best flavor of the Caribbean, characterized by its biological diversity, large hydrological basins and beautiful natural landscapes.

It is important to highlight that Venezuela as a member country of the Food and Agriculture Organization of the United Nations (FAO), encourages organic agriculture and severely restricts the use of GM crops, the state encourages the fight against the use of the GMOs (Genetically Modified Organism) for considering that these are not only harmful to the health of the people but to the environment.

More and more consumers are aware of the impact that human beings have on the environment, which is why at Casa Fresca we adopt the non-use of GMOs in the production of our fruits, we are oriented to contribute significantly to the comprehensive well-being of the health of our customers by consuming our Venezuelan fruits, being monitored and regulated our production activity, harvests, industrial treatment (in terms of the selection of excellent quality fruits to meet the demands of our customers), as well as washing , the process of packing, packing, among others, of our fruits, by the legislation of the Venezuelan State and in affinity with the norms of the FAO (Food and Agriculture Organization of the United Nations), IFOAM (The International Federation of Organic Agriculture Movements) and the CODEX ALIMENTARIUS (Food Code)





TECHNICAL SPECIFICATIONS OF THE FRUIT

PRODUCT NAME: PASSION FRUIT

COMMERCIAL NAME	Parchita, Yellow Passion Fruit, Passion Fruit.
SCIENTIFIC NAME	Passiflora edulis L.
Division	Angiosperma
Class	Dicotyledonea
Order	Parietales
Family	Passifloraceae
Genus	Passiflora
Species	Passiflora edulis
Variety	Flavicarpa

**PRODUCT DESCRIPTION**

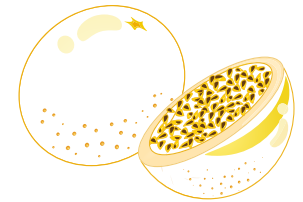
- Agricultural production, it is a tropical fruit tree with a climbing habit.
- The fruit is a rounded berry.
- The rind is yellow with a hard, smooth and silky consistency, 3 mm thick.
- The inner part of the fruit is a thick pericarp containing 200 to 300 seeds.
- It is a fruit of aromatic acid juice of light yellow or intense orange color.

**UTILITIES**

- It is consumed as fresh fruit or in juice.
- High nutritional value with medicinal properties, where passion fruit is extracted, which is an ingredient used in Passiflora tea.
- It is used in the industry for the production of food creams, crystallized candies, liqueurs, nectars, jellies, soft drinks and concentrates.
- The oil extracted from the seed is used in the manufacture of oils, dyes and varnishes.
- The husk is used for the production of concentrate feed in cattle breeding.

P A S S I O N  
F R U I T





TECHNICAL SPECIFICATIONS OF THE FRUIT

PRODUCT NAME: PASSION FRUIT

**YEARLY AVAILABILITY**

- Low harvest season: December – April
- Medium harvest season: September – November
- High harvest season: May – August

**PACKAGING**

- 2.5 to 3 kg cartons depending on the volume of the fruit
- Gaveras or plastic baskets of approximately 20 Kg.

**STORAGE**

- Wooden pallet with international certification.
- Cardboard boxes of 2.5 to 3 Kg depending on the volume of the fruit.
- Gaveras or plastic baskets of approximately 20 Kg.
- Keep away from sources of heat or direct sunlight.

PHYSICAL DESCRIPTION

Description	UNIT	Amounts		Average
		Mín.	Móx.	
Dimentions	Diameters (Cm)	4	8	6
	Length (Cm)	8	11	9.5
WEIGHT	Gr	193	499	321
CAIBER	Cal	9.6	11.0	10.3

