

Sakata Seed Ib rica unveils Japi gourmet tomato

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At this year  s Fruit Attraction trade fair in Madrid, Sakata Seed Ib rica took centre stage with the launch of its latest innovation Japi, a gourmet tomato designed to redefine the eating experience with exceptional flavour and texture.

Over the three days of the event, producers, distributors, and retail professionals explored Sakata  s extensive range of fresh produce varieties. Yet, it was the official debut of Japi that generated the most excitement. The highlight of the launch came on the fair  s central day, when the renowned Torres brothers, celebrated Spanish chefs, presented Japi to the public through an exclusive tasting session.

With its thin skin, juicy flesh, and distinctive crunch, Japi captivated attendees with its pronounced umami taste, a result of its green heart rich in glutamic acid.

    Japi is not just a tomato, but a unique sensory experience. We want to revolutionise the market by offering a product that meets consumer demands in terms of flavour,   said Francisco Morales, Manager of Sakata Seed Ib rica.

In addition to the much-anticipated Japi launch, Sakata also showcased its latest advancements across other key crops, including broccoli, melon, butternut squash, pepper, onion, cucumber, and zucchini. Another notable highlight was Saiko Star, a red baby plum tomato distinguished by its high productivity, consistent quality, long shelf life, and exceptional flavour,

reaffirming Sakata's leadership in delivering innovative and consumer-focused vegetable varieties.

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