



CRIMSUN[®]

THE PINK ONION

Crimsun, the pink onion, owes its name to the rare pink color you see when you look up and see a beautiful clear evening sky. It has been created as the onion to meet **tomorrow's retail and food service demands**. Today, it is a **favorite staple globally**, being used in kitchens in restaurants and homes all over the world. It owes its **ever-increasing popularity** to its **distinct characteristics** as it **optimally combines** the quality attributes of yellow onions with the premium presentation and nuance of red. It has been developed with **the future** in mind, where **highly efficient crop yields** and **low supply chain impact** are equally essential as excellent **durability, firmness, robustness, color and taste**.



Why Crimsun:

- **Crimsun** is the **perfect onion** for **both food service and retail**.
- It **optimizes** the best of **yellow and red** for excellent **presentation, strength, texture, and taste**.
- Our **agricultural efficiency** creates a **low-impact, low-waste** and **high-yield onion** improving **sustainability**.
- **Crimsun** is a **JPB registered brand** which means we can supply you exclusively in your markets.
- When supplying you, we can **combine Crimsun** with our other **products and brands**.
- We can distribute **globally year-round** due to excellent **storage** and **supply chain** capabilities.
- **JPB** is one of The Netherlands' **premier onion exporters**. Sharing our **technical knowledge** is part of our **service**.





CRIMSUN[®]

THE PINK ONION



The JPB and Crimsun Supply Chain

JPB is a **global leader** in the export of **onions, potatoes** and other **fresh** and **frozen foods, agri-commodities, and consumer foods**. We export our products in our own **exclusive brands** to over **90 countries**. Crimsun was essentially developed from our **personal vision** of how **the perfect onion** should be. The process has been **designed optimally** from **farm to plate** using an **innovative hybrid structure**. The Netherlands' boasts **excellent yields** thanks to long hours of **sunlight**, ideal **temperatures** and excellent **soil**. Thanks to **automated** sowing, harvesting, and sorting, the entire **process** is **flawless**. After harvest, Crimsun is packed in all packaging sizes and stored in **climate-controlled halls** for **year-round supply** to our **global partners**.



Contact

We are always **open** for **new partnerships!** Our **dedicated sales team** can help you with any questions you may have. We are one phone call or email away. **Let's Grow Together!**

Contact Us:

JPB
info@jpb.nl
Phone: +31 226 396 464

Address:

Stationsstraat 17
1749 EG Warmenhuizen
The Netherlands

Visit [Crimsun.com](https://www.crimsun.com)



Our JPB Brands



Visit [Jpb.nl](https://www.jpb.nl)

