

EN



## PICK-&JOY® VEGETABLE PLANTS

Bring your own harvest home

Pick-&Joy® fruiting vegetables offer consumers the experience of harvesting fresh produce right at home. The program originated in 2005 with the introduction of the first Pick-a-Tom and has since evolved into a distinctive edible plant program. Today, Pick-&Joy® encompasses a diverse range of over 25 beautiful, healthy varieties.

The Pick-&Joy® program enables consumers to harvest and enjoy fresh, flavourful vegetables directly after purchase. In addition to providing high-quality edible plants, the brand focuses on creating an inspiring home and garden experience. Pick-&Joy® adds taste, enjoyment, and colour to indoor and outdoor living spaces, from the kitchen to the balcony, patio, or garden.

Through ongoing product development and a dedicated in-house breeding program,

we continuously enhance product quality and expand the Pick-&Joy® assortment. Our original Pick-a-Tom has been further refined into the strong and vibrant Cherry Tomato Red. A variety recognized for its attractive colour, productivity, and consumer appeal both indoors and outdoors.

Every day, our breeding facility focuses on developing new and improved varieties with superior flavour, plant health, ornamental value, cultivation efficiency, and sustainability. This ongoing innovation ensures that Pick-&Joy® continues to inspire and delight consumers, while delivering reliable quality for our retail and horticultural partners.

**Discover the full assortment of Pick-&Joy® fruiting vegetables.**

## GROWERS CHOICE

Under our Growers Choice label, we showcase standout products from our assortment. This label features varieties with unique and distinguishing traits such as the Candytom.

In addition to its beautiful, large trusses of extra-sweet cherry tomatoes, the Candytom distinguishes itself through its indeterminate growth habit, offering clear advantages:

- ☀ Continuous fruit production throughout the season
- ☀ 4 to 5 visible trusses at the point of sale
- ☀ Vigorous growth up to approximately 90 cm in height

The Candytom is slightly taller than other tomato varieties in our assortment, reaching about 50 cm on average. For optimal performance, it is best grown outdoors in a pot, home garden, or greenhouse. For added stability, the plant is supported with two stakes.

### Flavour and Use

The fruits have an exceptionally sweet flavour, with a Brix value of 9 to 11. Their sweetness makes them ideal for fresh tomato salads or simply as a healthy snack. Children especially love Candytom tomatoes for their naturally sweet taste, making them a fun, tasty, and educational way to enjoy fresh produce together.



# POINT-OF-SALE PRESENTATION

With the right point-of-sale (POS) materials, we ensure that Pick-&Joy® fruiting vegetables receive maximum visibility and impact in-store. We offer our retail partners both ready-to-use and customized presentation solutions, ensuring that every display perfectly aligns with your store layout and target audience.

Tabletop signs



CC trolley banner



Table front banner

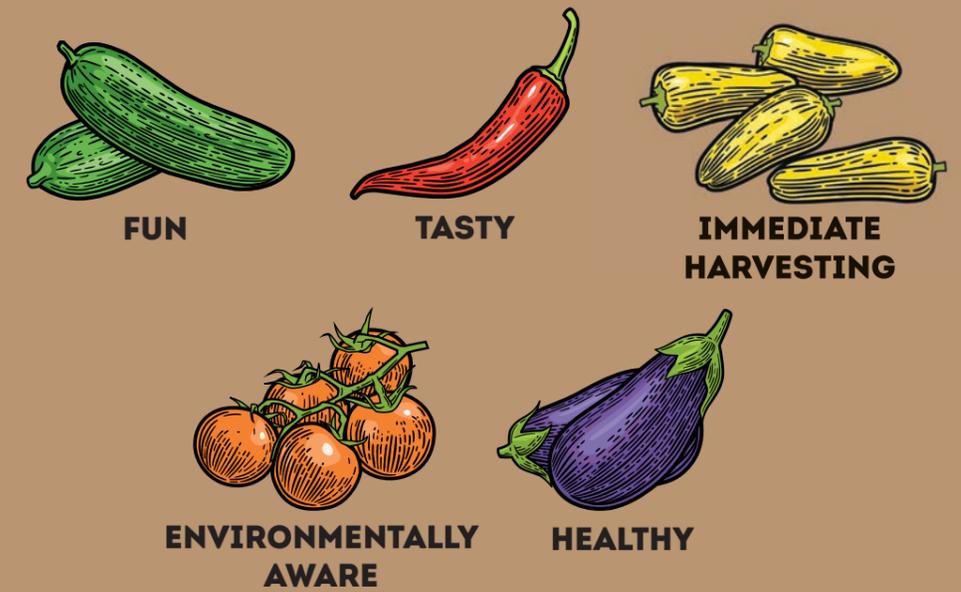


3D fruit display



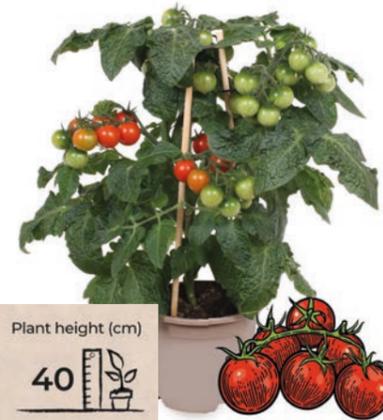
# WHY PICK-&JOY®

- ☀️ Dedicated breeding program for new varieties
- ☀️ Largest assortment of edible fruiting vegetables on the market: over 25 varieties available
- ☀️ Harvest your own produce directly
- ☀️ For indoor and outdoor use, ideal for kitchens, patios, balconies and gardens
- ☀️ Educational and engaging





14 CM



#### CHERRY TOMATO RED

- The improved Pick-a-Tom®
- Best selling item
- Creates a nice atmosphere both indoors and outdoors



#### CHERRY TOMATO YELLOW

- Unique look due to yellow fruit
- Great for combining



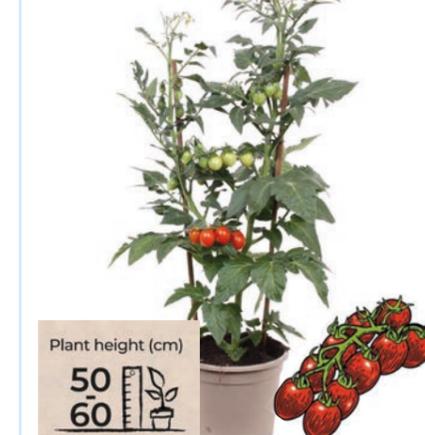
#### CHERRY TOMATO ORANGE

- Beautiful plant habit
- Cheerful appearance
- Flavourful with firm bite



#### CHERRY TOMATO BROWN

- Vibrantly coloured fruit
- Deliciously sweet aromatic and fresh
- Lots of tomatoes on each plant



#### CANDYTOM RED

- Very sweet flavour
- Indeterminate
- Beautiful vine structure



#### CANDYTOM YELLOW

- Indeterminate
- Unique look thanks to the yellow fruits





14 CM



14 CM



### PLUM TOMATO RED

- First plum tomato in the program
- Sweet flavour with a firm bite
- Creates a nice atmosphere both indoors and outdoors



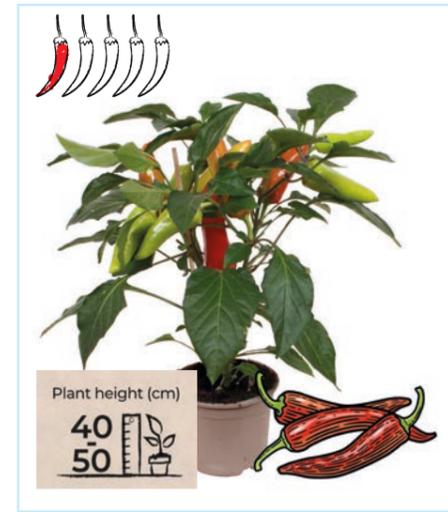
### SNACK PEPPER RED

- Beautiful shiny fruits
- High yield of peppers
- Perfect for stuffing



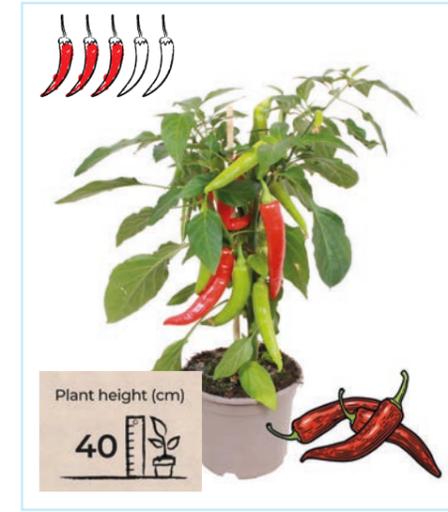
### SNACK PEPPER YELLOW

- Beautiful plant habit
- Fresh yellow snack peppers
- High yield of fruits



### MILD CHILI RED

- Beautiful ripening process
- Extraordinary plant as a result of its large fruits and surprising colors
- Mild flavour



### HOT CHILI RED

- Spicy flavour
- Very high yield
- An eyecatcher in the kitchen



### HOT CHILI YELLOW

- A feast for the eyes
- Very spicy flavour
- Very high yield



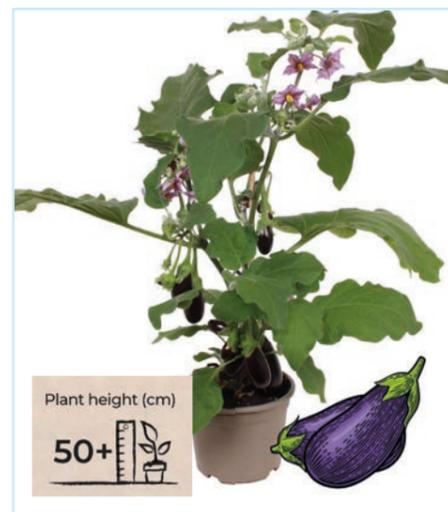
### SNACK PEPPER ORANGE

- Very sweet snack pepper
- Beautiful colour
- Perfect for snacking



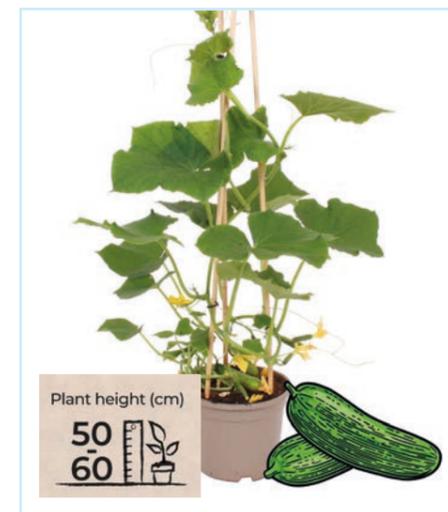
### RED PEPPER

- Beautiful large fruits
- High in vitamin C
- Perfectly suitable for salads or for stuffing



### AUBERGINE

- Plant with a high decorative value
- Beautiful lilac flowers and deep purple fruits
- Great on the grill



### SNACK CUCUMBER

- High yield
- Vigorous
- Suitable for outdoor in a pot, full ground or in a greenhouse



### STRAWBERRY DELIZZ

- Harvest throughout summer
- Very sweet
- High yield of fruits



### GREEK BASIL

- Compact, fine-leaved variety
- Cut back regularly
- Very appetising and fragrant



19 CM



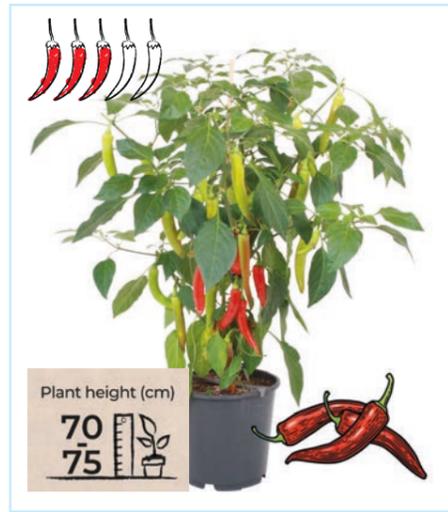
**AUBERGINE**

- Plant with high decorative value
- Beautiful lilac flowers and deep purple fruits
- Great for on the grill



**COCKTAIL TOMATO RED**

- High yield
- Suitable for outdoor or large pot
- Flavourful tomatoes



**HOT CHILI RED**

- Spicy flavour
- Beautiful plant habit
- Eyecatcher for the patio

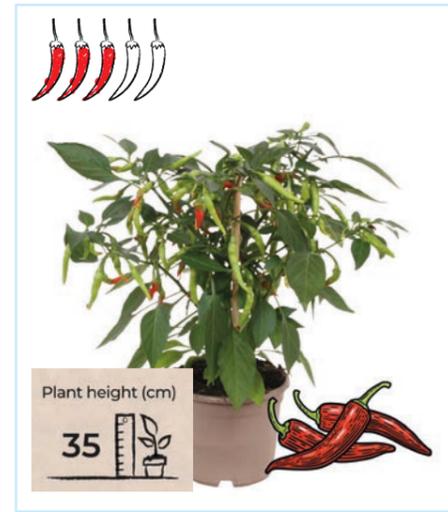


12 CM



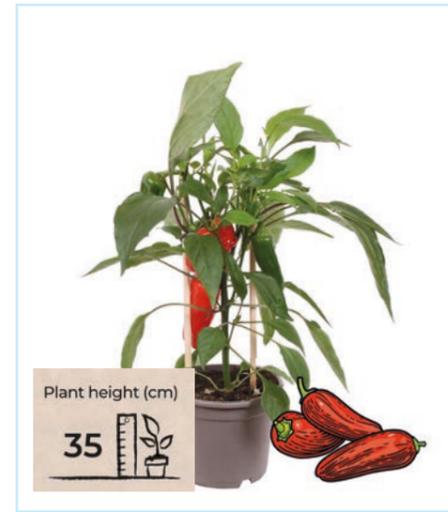
**CHERRY TOMATO RED**

- A compact tomato
- A very suitable decorator in the kitchen window



**HOT CHILI FIESTA**

- Spicy flavour
- High yield of fruits
- Eye-catching feature for any home



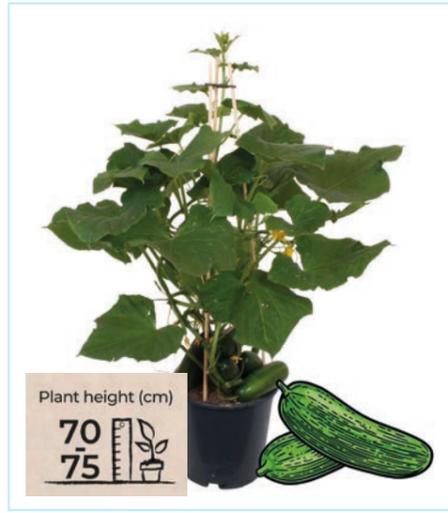
**SNACK PEPPER RED**

- Beautiful shiny fruits
- High yield
- A very suitable decorator in the kitchen window



**SNACK PEPPER ORANGE**

- Very sweet snack pepper
- Vigorous plant
- Perfect for snacking



**SNACK CUCUMBER**

- High yield
- Vigorous
- Suitable for outdoor in a pot, full ground or in a greenhouse



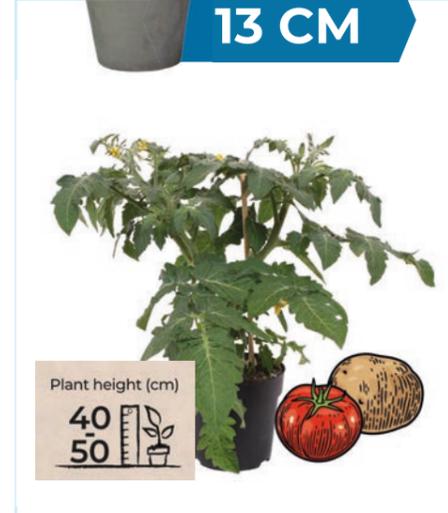
NEW . NEW

**HOT CHILI JALAPEÑO**

- High yield
- Ready to harvest in green and red
- Well-known variety within the chili category

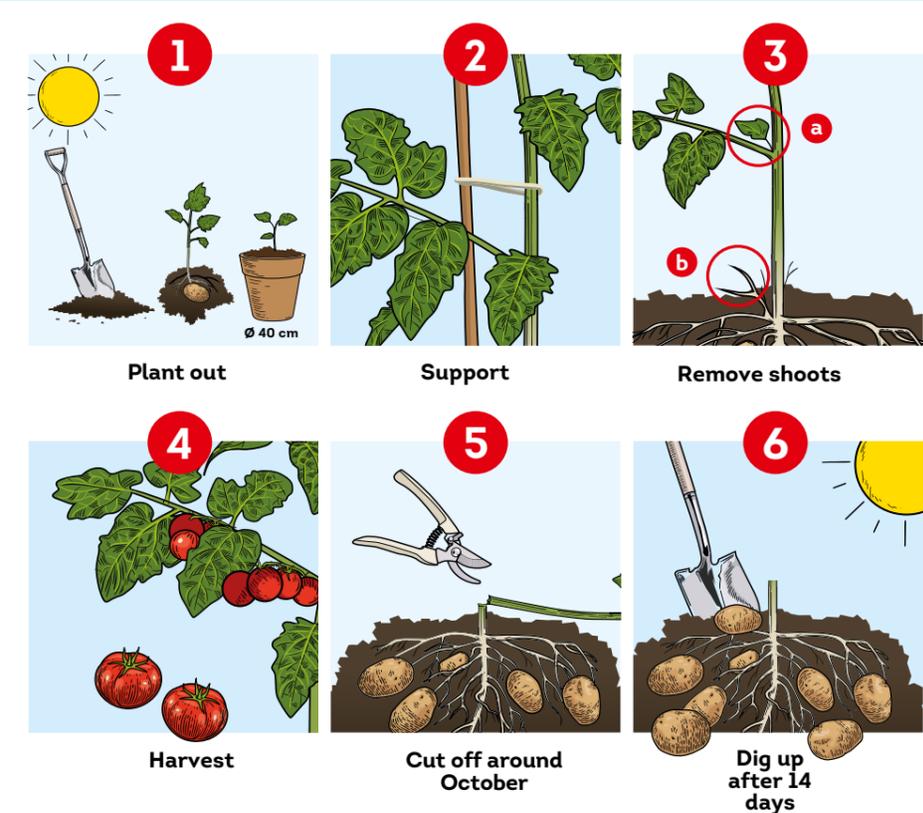


13 CM



**POTATOM**

- Tomatoes and potatoes in one plant
- Grow it yourself in a home garden, greenhouse or a large pot
- Double yield



## THE SCOVILLE SCALE

The Scoville Scale, developed by Wilbur Scoville in 1912, measures the heat level of chili peppers and spicy sauces.

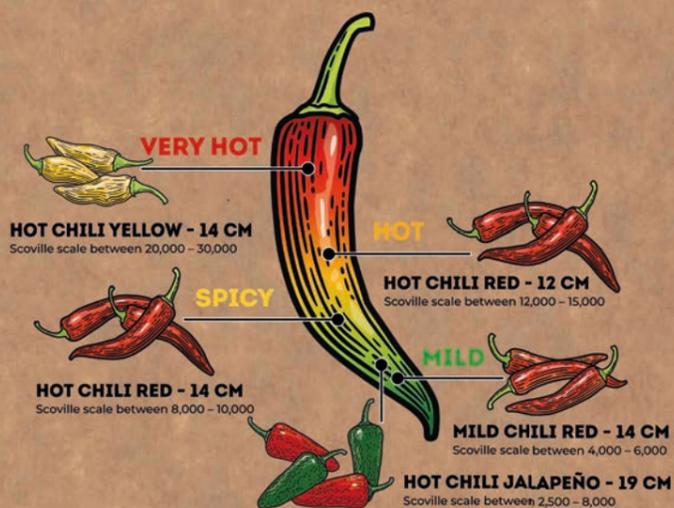
Originally, this was determined through taste tests, assessing how much a ground pepper needed to be diluted before its spiciness was no longer detectable.

The higher the Scoville value, the hotter the pepper. Pick-&-Joy® peppers range from 2,500 to 30,000 Scoville Heat Units (SHU).

885.000-2.100.000	Pure capsaicine
350.000-855.000	Pepper spray
100.000-350.000	Madame Jeannette
50.000-100.000	
30.000-50.000	
20.000-30.000	Pick-&-Joy® Hot Chili Yellow 14cm
15.000-30.000	
12.000-15.000	Pick-&-Joy® Hot Chili Red 12cm
6.000-12.000	Tabasco sauce Pick-&-Joy® Hot Chili Red 14cm
2.500-6.000	Pick-&-Joy® Mild Chili 14cm & Jalapeño 19 cm
1000-2500	Spanish pepper
100-1000	
0-100	Pepper

### New Product: Hot Chili Jalapeño

New to our assortment this year is the Hot Chili Jalapeño. This pepper has a Scoville value between 2,500 and 8,000, depending on ripeness. With its mild to moderately spicy flavour, it is a popular choice for adding a gentle heat to a variety of dishes.



## ENHANCING THE CUSTOMER EXPERIENCE

Our fruiting vegetables stand out not only in store but also inspire consumers beyond the point of sale. Through our dedicated consumer website and social media channels, we continuously build brand visibility and engagement. Consumers gain easy access to practical growing tips, seasonal inspiration, and creative recipes that highlight the versatility of our products.

By integrating QR codes on product labels, we bring this inspiration directly to the consumer. A single scan provides instant access to recipes, serving suggestions, and background information. This approach enhances the consumer experience, encourages repeat purchases, and helps us build a memorable and trusted brand.

## RECIPE

### PISTACHE PESTO

4 persons

#### Ingredients

- Pick-&-Joy® Greek Basil leaves
- 20g Parmesan cheese
- 100g pistachio nuts
- 5 tbsp olive oil
- Salt and pepper to taste

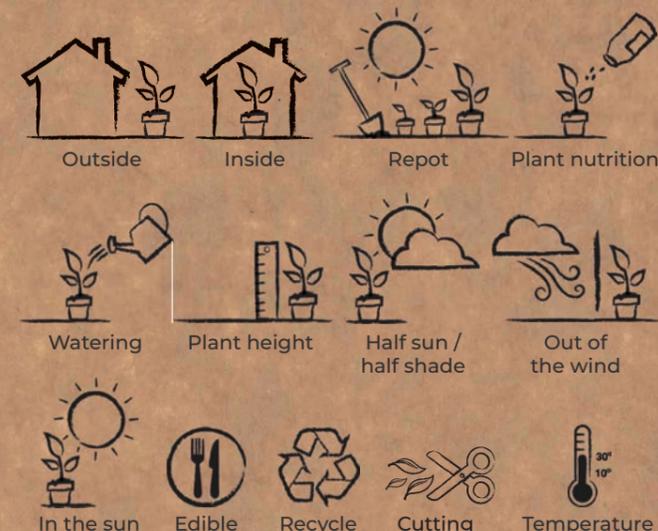
#### Preparation

Place all ingredients in a blender or use an immersion blender to mix until smooth. Season to taste with salt and pepper if desired.

Tip: This pesto is delicious spread over a salmon fillet and baked in the oven with a touch of lemon.

#### Growing tips

Care requirements vary by plant. Follow the instructions indicated by the icons on the back of the label and on our website's assortment page for each specific variety.



## SUSTAINABILITY

At Vreugdenhil Young Plants, we are committed to achieving 100% food safety and contributing to a clean and environmentally friendly living environment.

## HOW DO WE ACHIEVE THIS

- ☀️ We comply with leading international certifications, including MPS-A, MPS-SQ, and GlobalG.A.P.
- ☀️ Using sustainably produced and recyclable materials
- ☀️ Maximizing the use of biological crop protection methods
- ☀️ Generating energy through geothermal heat and combined heat and power (CHP) systems
- ☀️ Growing more efficiently with LED lighting technology
- ☀️ Purifying and reusing water and nutrients to minimize waste
- ☀️ Practicing socially responsible entrepreneurship, ensuring care for our employees, community, and environment



## RESPONSIBLE CULTIVATION

Our Pick-&-Joy® fruiting vegetables are grown in a completely natural way. In our greenhouses, bumblebees provide natural pollination, ensuring healthy fruit development. Once the first fruits are ripe for consumption, the plants are ready for delivery.

In addition to bumblebees, we also use beneficial insects to control pests and diseases. This allows us to minimize the use of chemical crop protection products and maintain a healthy growing environment.

**Certified Quality**  
Food safety and quality are at the heart of everything we do. All Pick-&-Joy® plants are

certified with the highest industry standards, including MPS-A and MPS-SQ. Extensive audits are carried out annually to ensure that we handle water, fertilizers, and energy responsibly guaranteeing that our customers can always rely on top-quality products.

**Sustainable Material Choices**  
We also take responsibility in our choice of packaging materials. The pots are made from recycled materials, the stakes are bamboo, and both the labels and clips are made from cardboard. This way, we minimize our environmental impact while offering a sustainable, eco-conscious end product.





## VERSATILE EDIBLE PICK VEGETABLES

### Home garden

Our Pick-&-Joy® assortment offers a wide range of edible fruiting vegetables that thrive both indoors and outdoors. Some varieties continue to grow well in their original pot, while others appreciate more space over time. All varieties can easily be repotted into larger containers or planted directly into the ground. Thanks to their flexibility, Pick-&-Joy® plants fit anywhere, from a sunny windowsill or compact city garden to a spacious vegetable plot.

Always fresh and within reach. Our compact plants grow effortlessly in small pots, making them ideal for windowsills and balconies. They are ready to harvest right away, offering consumers both convenience and freshness. Do you have more growing space? These plants also perform exceptionally well in larger pots or open-ground cultivation.

- Cherry tomato - Red, Yellow, Orange, Brown
- Plum tomato - Red
- Strawberry Delizz
- Greek Basil

For those who have the space, the following Pick-&-Joy® varieties are ideal. These plants grow best in larger pots or open-ground cultivation and are known for their vigor and strong growth performance. Perfect for outdoor cultivation, yet equally capable of producing an abundant harvest indoors, these varieties deliver both reliability and productivity.

- Aubergine
- Candytom - Red, Yellow
- Cocktail tomato - Red
- Hot Chili - Red, Yellow, Jalepeño
- Mild Chili - Red
- Red Pepper
- Snack Cucumber
- Snack pepper - Red, Yellow, Orange





## AVAILABLE DELIVERY PERIOD

Not available

Upon request

Available

PICK-&-JOY®	POT	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32
Cherry Tomato Red	14CM																							
Cherry Tomato Yellow	14CM																							
Cherry Tomato Orange	14CM																							
Cherry Tomato Brown	14CM																							
Plum Tomato Red	14CM																							
Candytom Red	14CM																							
Candytom Yellow	14CM																							
Red Pepper	14CM																							
Snack Pepper Red	14CM																							
Snack Pepper Orange	14CM																							
Snack Pepper Yellow	14CM																							
Hot Chili Red	14CM																							
Hot Chili Yellow	14CM																							
Mild Chili Red	14CM																							
Snack Cucumber	14CM																							
Aubergine	14CM																							
Strawberry Delizz	14CM																							
Greek Basil	14CM																							
POTATOM® Potato Tomato	13CM																							
Cherry Tomato Red	12CM																							
Snack Pepper Red	12CM																							
Hot Chili Fïesta	12CM																							
Cocktail Tomato Red	19CM																							
Snack Pepper Orange	19CM																							
Hot Chili Red	19CM																							
Aubergine	19CM																							
Snack Cucumber	19CM																							
Hot Chili Jalapeño	19CM																							

Load specifications	12CM + 13CM	14CM	19CM
Load per CC trolley	5 x 6 x 6	4 x 6 x 4	3 x 18
Load per EC trolley	2 x 4 x 6	2 x 4 x 4	n.v.t.
Load per Euro box	2 x 6	2 x 4	n.v.t.



Noord-Lierweg 35a  
2678 NA De Lier

Tel. +31 0174 267 700

sales@vreugdenhilyoungplants.com  
www.vreugdenhilyoungplants.com



WWW.PICKANDJOY.COM