



PRODUCT CATALOGUE

Fresh Mediterranean

*From the Mediterranean.
Fresh to you.*

A fresh produce brand by KB Agriculture · Tunisia · Dubai

freshmediterranean.co



THE BRAND

Naturally Mediterranean. Naturally Fresh.

Fresh Mediterranean is a fresh produce brand by **KB Agriculture**, dedicated to bringing the quality, freshness and natural taste of the Mediterranean to markets across the region.

From sun-rich Mediterranean farms to consumers and businesses, we carefully source and distribute fresh fruits and vegetables selected for their quality, freshness, taste and consistency.

Our commitment is to make Mediterranean produce more accessible while maintaining the qualities that make it special: rich soil, generous sunshine, traditional farming knowledge and exceptional natural taste.

From the Mediterranean. Fresh to you.



OUR GROUP

Our Connection to KB Agriculture



Fresh Mediterranean is part of the KB Agriculture family.

KB Agriculture is a Mediterranean-focused agricultural sourcing and trading company connecting producers with markets in the Middle East and beyond.

Fresh Mediterranean is our dedicated fresh produce brand, created to represent our fruits and vegetables in the marketplace.

SOURCING

Trusted growers and partners across Mediterranean production regions.

OPERATIONS

Tunisia and Dubai — local expertise with international reach.

DISTRIBUTION

Quality control, logistics and delivery to professional buyers.

CONTENTS

Our Range

Twenty-three fresh product lines across two categories, packed to market specification and available in season.

Fruits

17 PRODUCT LINES

- | | |
|-----------------|--------------|
| Flat Peaches | Watermelon |
| Peaches | Melon |
| Nectarines | Figs |
| Flat Nectarines | Prickly Pear |
| Apricots | Clementine |
| Yellow Plums | Orange |
| Red Plums | Bergamot |
| Black Plums | Table Grapes |
| Pomegranate | |

Vegetables

6 PRODUCT LINES

- | | |
|---------------|------------|
| Cherry Tomato | Broad Bean |
| Artichoke | Pumpkin |
| Fennel | |
| Pea | |

Counter-seasonal supply — peak availability from November through April.

CHAPTER ONE



Fruits

Stone fruit, table grapes, melons,
pomegranate and Mediterranean citrus —
harvested at optimal ripeness and
graded to market specification.

17 PRODUCT LINES

Flat Peaches

Prunus persica var. platycarpa · Saturn peach

Naturally sweet, low in acidity and remarkably juicy, our flat peaches are grown in the sun-rich orchards of northern Tunisia. Their distinctive shape and honeyed flavour make them a premium seasonal line for retail and hospitality alike.

SPECIFICATIONS

NET WEIGHT · TRAY

2.8 kg / box

CALIBRE

61 mm — 80 mm

NET WEIGHT · LOOSE

5 kg / box

SEASON

June — September



Peaches

Prunus persica · Yellow-flesh varieties

Firm, aromatic and full-flavoured, our peaches carry the golden colour and balanced sweetness that long Mediterranean summers produce. Harvested at optimal maturity and tray-packed to protect fruit condition through the supply chain.

SPECIFICATIONS

NET WEIGHT · TRAY

2.5 kg / box

CALIBRE

61 mm — 80 mm

PACKING

Tray packed

SEASON

May — October





FRUITS / STONE FRUIT

Nectarines

Prunus persica var. nucipersica

Smooth-skinned, crisp and intensely coloured, nectarines offer a cleaner bite than peaches with the same summer sweetness. A strong performer in retail display thanks to their glossy finish and consistent calibre.

SPECIFICATIONS

NET WEIGHT · TRAY

2.5 kg / box

CALIBRE

61 mm — 80 mm

PACKING

Tray packed

SEASON

May — September

Apricots & Flat Nectarines



Apricot

Prunus armeniaca

Velvet-skinned and delicately perfumed, with a short, concentrated season. Loose-packed for volume buyers.



Flat Nectarine

Saturn nectarine

Smooth-skinned Saturn shape with dense, sweet flesh — a premium specialty line.

NET WEIGHT

5 kg loose

CALIBRE

61 — 80 mm

SEASON

April — May

NET WEIGHT

2.2 — 2.5 kg

PACKING

Tray / box

SEASON

Summer

Plums

Three distinct varieties across a long summer window — firm, juicy and full of colour. Loose-packed in 5 kg cartons.



Yellow Plums

NET WEIGHT
5 kg loose

CALIBRE
40 — 55 mm

Red Plums

NET WEIGHT
5 kg loose

CALIBRE
40 — 55 mm

Black Plums

NET WEIGHT
5 kg loose

CALIBRE
40 — 55 mm

Pomegranate

Punica granatum

Deep ruby arils, high juice content and an excellent shelf life make pomegranate one of our strongest autumn lines.

Available in three carton weights and a full range of counts to suit both retail and wholesale programmes.

SPECIFICATIONS

NET WEIGHT / BOX

3.5 · 4.5 · 6 kg

PACKING

Single layer

COUNTS / BOX

6 · 8 · 10 · 12

SEASON

Sept — December



FRUITS / VINE

Table Grapes

Vitis vinifera · White & black varieties

Well-filled bunches with firm berries, good natural bloom and clean stems. Selected for sugar balance and travel performance, packed in 5 kg cartons for wholesale and retail distribution.

SPECIFICATIONS

NET WEIGHT / BOX

5 kg

PACKING

Bunches

VARIETIES

White · Black

SEASON

July — October

FRESH MEDITERRANEAN · KB AGRICULTURE



Watermelon & Melon

High-sugar summer volume lines, supplied in bulk bins or cartons for wholesale and hospitality demand.



Watermelon

NET WEIGHT / BIN

400 — 450 kg

PER PIECE

8 — 12 kg +

Melon

NET WEIGHT / BOX

6 kg

PACKING

Carton

Figs & Prickly Pear

Traditional Mediterranean specialties with strong seasonal appeal and premium positioning.



Figs

NET WEIGHT / BOX

2.2 — 2.5 kg

SEASON

Aug — October

Prickly Pear

NET WEIGHT / BOX

3 kg

SEASON

July — Sept

Citrus

Winter citrus grown in Tunisia's coastal groves — thin-skinned, aromatic and high in juice. Includes the native Maltese Meski orange.



Clementine

NET WEIGHT
3 — 5.5 kg

SEASON
Nov — Feb

Orange

Thomson · Cara Cara · Meski

NET WEIGHT
3.5 kg

SEASON
Dec — April

Bergamot

NET WEIGHT
5 kg

SEASON
Dec — Feb

SEASONALITY

Fruit Calendar

Indicative availability windows. Exact timing varies by variety, region and season.

PRODUCT	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Peaches												
Flat Peaches												
Nectarines												
Yellow Plums												
Red Plums												
Black Plums												
Pomegranate												
Watermelon												
Apricot												
Grapes												

CHAPTER TWO



Vegetables

Cherry tomato, artichoke, fennel, pea, broad bean and pumpkin — a counter-seasonal winter range for export programmes.

6 PRODUCT LINES

VEGETABLES

Cherry Tomato

Solanum lycopersicum var. cerasiforme

Vine-picked, deep red and consistently sweet, with a high Brix level and firm skin that travels well. A year-round staple for retail punnets and hospitality kitchens.

SPECIFICATIONS

NET WEIGHT / BOX

2.25 — 2.5 kg

PRESENTATION

Loose / punnet

PACKING

On the vine

SEASON

Year-round

FRESH MEDITERRANEAN · KB AGRICULTURE





VEGETABLES

Artichoke

Cynara scolymus · Globe artichoke

Tight, well-formed heads with tender hearts and firm violet-tipped bracts. One of our longest vegetable windows, running through autumn and the full winter season.

SPECIFICATIONS

NET WEIGHT / BOX

3.5 — 6 kg

TYPE

Globe, trimmed

PACKING

Loose / carton

SEASON

Nov — April

Fennel, Pea & Broad Bean

Field-fresh winter vegetables, harvested and cooled the same day.



Fennel

NET WEIGHT
3.5 — 5 kg

SEASON
Nov — April

Pea

NET WEIGHT
3 kg

SEASON
Nov — April

Broad Bean

NET WEIGHT
3 kg

SEASON
Nov — April

Pumpkin

Cucurbita maxima

Dense, deep-orange flesh with excellent storage life, supplied in bulk palox for processing, wholesale and food service. Available across a long autumn-to-spring window.

SPECIFICATIONS

NET WEIGHT / PALOX

450 kg

STORAGE

Long shelf life

PACKING

Bulk bin

SEASON

Oct — April



SEASONALITY

Vegetable Calendar

A counter-seasonal winter range — peak supply while northern markets are out of season.

PRODUCT	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Artichoke												
Broad Bean												
Pea												
Fennel												
Pumpkin												

Cherry tomato is available year-round. Indicative windows — exact timing varies by variety, region and season.

HOW WE WORK

Quality & Logistics

We work with trusted growers and partners to source products according to market requirements, and deliver them efficiently to professional buyers.



01

Sourcing

Selected Mediterranean growers, matched to your specification and volume.

02

Quality Control

Grading, calibre and condition checks at harvest and at packing.

03

Cold Chain

Temperature-managed handling from packhouse to destination.

04

Distribution

Delivery to wholesalers, retail, supermarkets and hospitality.

Serving wholesalers, retailers, supermarkets, hospitality businesses and other professional buyers.



Let's talk produce.

DUBAI OFFICE

Office 1707, Gold Crest Executive Tower
Cluster C, JLT, Dubai, UAE

+971 55 668 5104

WEBSITE

freshmediterranean.co

TUNIS OFFICE

Isis Building, Office 2, Mezzanine
Ennasr 1, Ariana, Tunisia

+216 26 440 153

CORPORATE

kbagriculture.com



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