

Consumer research Pumpkin shelf life and taste put to the test

Which pumpkin variety did you like the most?

About the research

Tested at 3 intervals: ±90, ±120 and ±150 days after harvest.

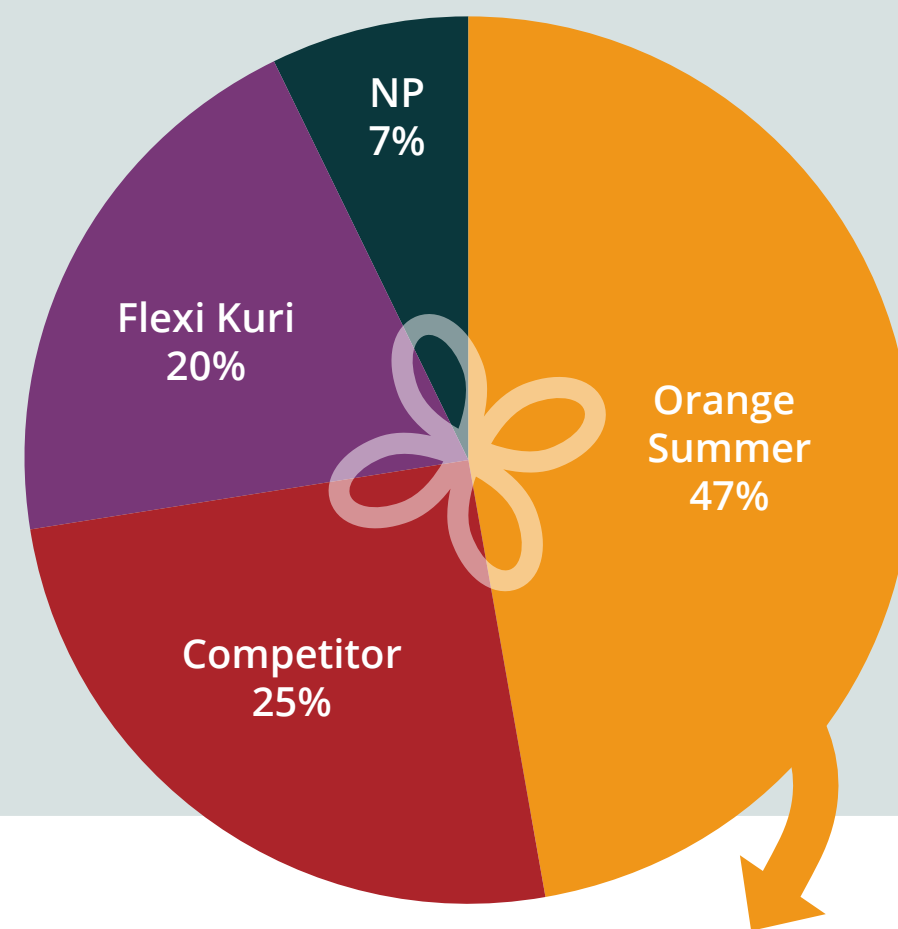
Sample: ~ 60 panelists each test. Each panelist tested all 4 samples (steamed pumpkin, served warm).

Storage conditions: 10-13 °C with RH-value (Relative Humidity) of 70-80 %.

Executed by: Enza Zaden, december 2023 - January 2024.

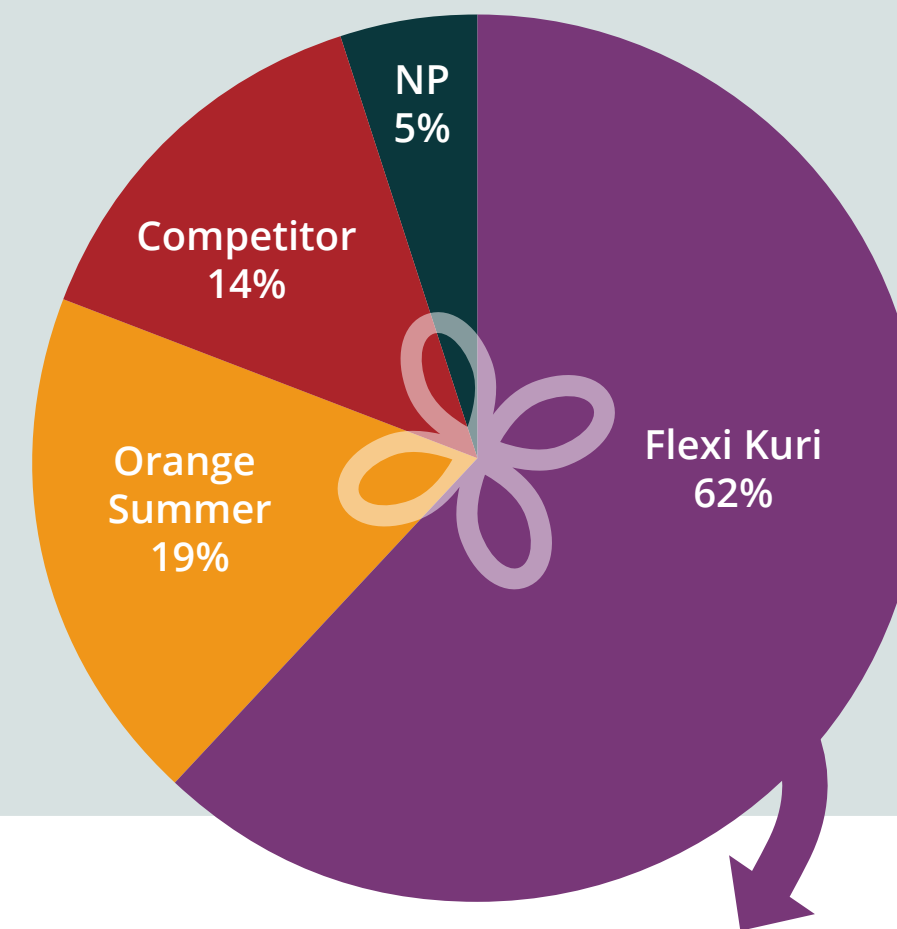
NP = No preference

Short storage (±90 days)



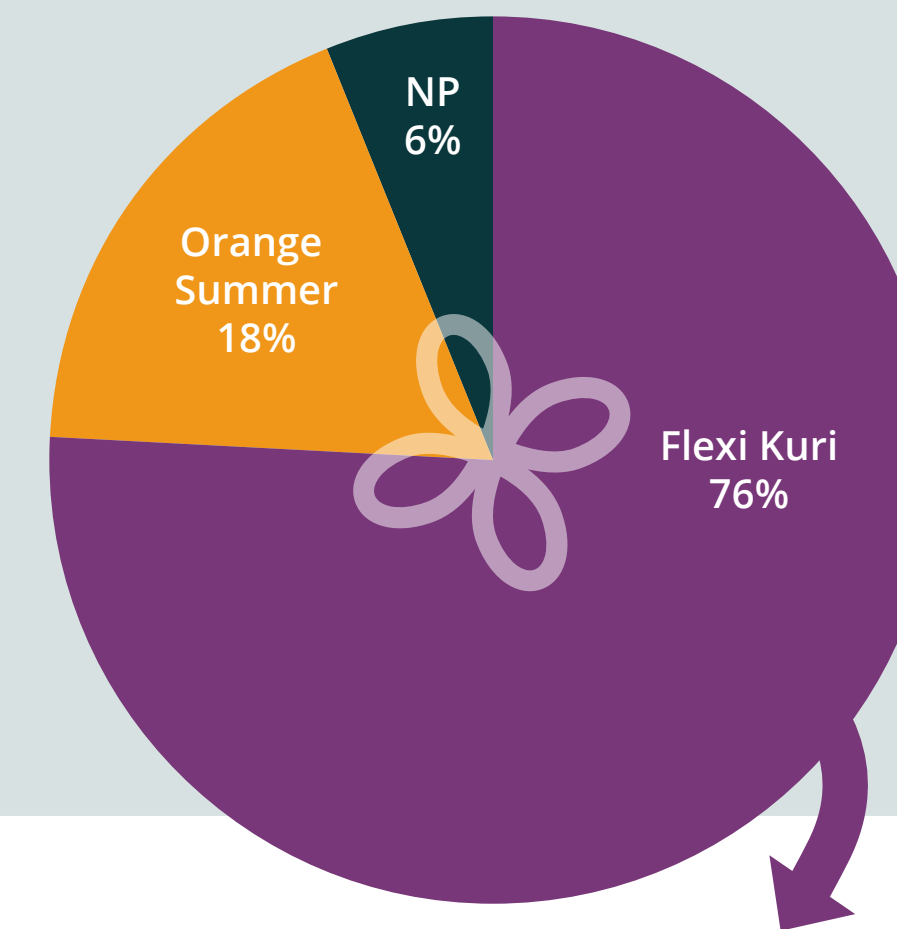
High preference of **Orange Summer**, mostly driven by **its perfect levels of sweetness and flavor intensity** (neither too strong nor too weak).

Mid long storage (±120 days)



Flexi Kuri overtakes Orange Summer and the competitor, thanks to its **improved sweetness and flavor intensity**.

Long storage (±150 days)



Flexi Kuri clearly outperforms both Orange Summer and the competitor, with its **sweetness and flavor intensity** peaking while the others fade.

When pumpkins are stored:

- Enza Zaden's variety **Orange Summer** performs really well during short-term storage.
- Enza Zaden's variety **Flexi Kuri** continues to perform better when stored longer, primarily due to improved levels of **sweetness and flavor intensity**.



Orange Summer



Flexi Kuri

Get in contact for more information and results about the research.

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