

# Red Beet Seed Catalogue.

Hybrid Red Beet  
2024/2025

Technical Specifications

Powered with Pop Vriend Genes 



[kwsvegetables.com](https://kwsvegetables.com)

SEEDING  
THE FUTURE  
SINCE 1856

**KWS**





# FOLLOW THE FRESH TRAIL.

Pioneers in Vegetable.  
Seed Breeding since 1956.  
**A Journey of Paving New Ways.**

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The story of KWS Vegetables reflects the entrepreneurial spirit that has driven KWS and Pop Vriend Seeds for generations. From their humble beginnings - KWS in sugarbeet breeding and Pop Vriend in vegetable seeds - both companies have always been driven by a restless curiosity and an ongoing hunger for fresh challenges. In 2019, their paths crossed as the next generation carried forward this pioneering mindset. Our rock-solid commitment to bold, fresh-forward-thinking innovation continues to shape the journey of KWS Vegetables today. By pushing boundaries and exploring new paths, we create sustainable, impactful vegetable seed solutions for generations to come.

# Our Customer Team Red Beet is ready to start a Fresh Journey with you.



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## **Customer Team Red Beet Europe & Oceania**

At KWS Vegetables, we're committed to working side by side with our customers.

That's why we like our breeders and advisors to be close to the market, with their boots on the ground. Our dedicated Customer Team for Red Beet focuses entirely on this segment, allowing us to concentrate on what truly matters to you. Together, we'll break new ground and create innovations that make a real difference.



# Boost Your Performance with Brix.

## SCARLETT + JOLIE F1

Un-beet-able sweet and ideal for cooking, peeling, vacuum packing and juicing.

- **Less processing costs and product loss**  
Peels fast because of the round shape.
- **Longer supply from storage**  
Highest brix in the market.
- **Can be promoted as a healthy product**  
No sugar addition needed during vacuum packing and juicing.



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## Scarlett F1.

Suitable for fresh market,  
processing and storage

Scarlett combines quality with round shape and grows less vigorously compared to Jolie. During spring and summer the tops remain very healthy resulting in a high brix and flexible market positioning. This variety is very versatile allowing smaller sizes for processing and larger sizes for the fresh market bunching market.

The short cooking time in combination with easy skin release makes Scarlett a winner for vacuum packing.

**Shape:** Round  
**Tops:** Medium strong  
**Maturity:** Medium early  
**Sowing period:** Spring and Summer season  
**Density:** 160.000-285.000 seeds/acre  
**Color:** Very dark red  
**Brix:** 11-12  
**Dry matter content:** 13%  
**Betanin content:** 0,65 g/100 g  
**Features:** High quality round beet with excellent uniformity

## Jolie F1.

Suitable for fresh  
market and storage

Jolie can be sown in spring and summer producing a very round beet. Maturity is on average 10 days later compared to Scarlett.

Jolie is suitable for fresh market and storage. A good taste is assured at all times thanks to a high sugar content.

**Shape:** Round  
**Tops:** Medium strong  
**Maturity:** Late  
**Sowing period:** Late Spring into Summer season  
**Density:** 160.000-200.000 seeds/acre  
**Color:** Medium dark red  
**Brix:** 11-13  
**Dry matter content:** 13%  
**Betanin content:** 0,6 g/100 g  
**Features:** Later maturing hybrid with good uniformity and high yield



## Bullock F1.

Suitable for fresh  
market and storage

Our newest release Bullock has a unique genetic background that offers growers a reliable plant stand.

Bullock produces round beets that are slightly larger in size than Jolie. Excellent storability while retaining it's Brix makes Bullock an excellent choice. Bullock's maturity is comparable with Jolie.

**Shape:** Round  
**Tops:** Medium strong  
**Maturity:** Late  
**Sowing period:** Late Spring into Summer season  
**Density:** 160.000-200.000 seeds/acre  
**Color:** Dark red  
**Brix:** 10-12  
**Dry matter content:** 13%  
**Betanin content:** 0,6 g/100 g  
**Features:** Later maturing hybrid with good uniformity and very round roots



**Same service, same people, different package.**

KWS and Pop Vriend Seeds joined forces to chase a common goal: supporting healthy diets by providing innovative and sustainable vegetable seed solutions under the KWS flag.

**One company, one mission, the same pioneering spirit as ever.**



**We've Got Your Bag.**

Sow your thoughts and let them grow

