

EverCrisp[®]

 Applewood
FRESH

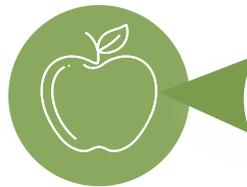
616.239.2871



Origin

EverCrisp was created nearly 23 years ago by Mitch Lynd, a grower from Ohio and one of the founders of the Midwest Apple Improvement Association (MAIA), a grass roots grower owned apple breeding cooperative.

The creation of the EverCrisp was through naturally controlled crosses of Honeycrisp and Fuji with the Ortet (Mother Tree) planted in Indiana at an MAIA member farm.



Flavor Profile

EverCrisp, also known as, MAIA-1, produces a loud crunch, followed by an explosion of sweetness.

It's appearance is a blush rosy red apple that is juicy and firm.



EverCrisp[®] apples are grown in Michigan.

Tart |



| Sweet



EverCrisp[®] is a durable apple that arrives late in the season and has a long shelf life - maintaining sweetness and firmness for months. Consumers will take a bite. Then another. Then tell their friends. It's their new favorite apple.

This ever crave-able apple is available beginning in January into the month of June.



RETAIL SUPPORT

Growing buzz as the new trendy apple.

- Eye-catching Packaging
- Highly targeted geo-targeting with boosted advertising
- Path-to-Purchase Programs
- Social Media Content/Connections
- High-Quality Imagery
- Local Community Outreach Programs
- Custom Promotional Support
- In-store Demonstrations and Samplings



PACKAGING OFFERED:

- 3 lb. Poly Bag
- 2 lb. Pouch Bag
- Tote Bag
- Standard Tray Pack
- Euro Tray Pack
- Tri-Wall Bin



To assist you with your marketing efforts, we have tools to help navigate consumers to retail. For more information, please contact **Shelby** at shelby@applewoodfresh.com.