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## A WHOLE NEW APPLE EXPERIENCE IS HERE

# RED PRINCE

### WHY IS THE RED PRINCE APPLE SO SPECIAL?

- New to USA! Product grown in Canada
- Riveridge is the **exclusive importer** of Red Prince into the U.S. market
- Discovered in 1994 near the German/Holland border and hugely successful in the German market
- Product availability is limited providing solid retail call-to-action component
- Name leads itself to high consumer awareness

### RED PRINCE CHARACTERISTICS

- A unique apple experience
- Cross between a Jonathan and Golden Delicious. Same parentage as Jonagold but with a much different eating character
- **Appearance:** Attractive apple, deep red in color; mainly uniform in appearance
- **Texture:** Extremely crunchy
- **Internal Character:** Juicy with cream-colored flesh
- **Flavor:** Rich full flavor, mildly sweet
- **Usage:** All-purpose variety, excellent for fresh eating, salads and baking
- **Target Audience:** Appeals to a higher-end consumer market
- **Sizing:** 12/3lb poly bags and 78count & larger euro cartons

### QUALITY STANDARDS

- Smartfresh
- Outstanding storage properties

### TIMING

- **Marketing Season:** March to June
- Harvest in late October; however, stored for ultimate flavor
- Timing of availability provides excellent opportunity to introduce an exclusive apple variety without the clutter of the other seasonal varieties



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