



### **Pazazz Gets Early Launch for the Holidays**

*Honeybear Brands Brings Pazazz Winter Variety to Market Early;  
Additional Market Launches across United States and Canada in January*

**Elgin, Minn., December 13, 2016** – Pazazz, the new apple sensation, developed by Honeybear Brands, will hit grocery store shelves earlier and in significantly higher volumes than ever before. The variety, now in its third year of commercial production is shipping a month early just in time for holiday parties, seasonal entertaining and to meet early demand from Hy-Vee, Loblaws and Wegmans shoppers.

Pazazz will begin arriving as soon as the second week of December and be available throughout the month as well as January and February, while supplies last. Special in-store demonstrations of Pazazz will also occur the second week in January at select stores at each of the three retail chains. Dates and exact store locations for demonstration events will be announced in early January. All market launches will be supported by an integrated marketing and promotions campaign from Honeybear Brands including in-store POS materials, targeted advertising, social media marketing and communications to apple-loving consumers.

“Pazazz is in year three of commercial production and is already showing incredible potential for our retail partners,” says Don Roper, vice president sales and marketing, Honeybear Brands. “It's smashed every retail goal we set, and thanks to the natural maturing of the crop this season as well as the increase in volume of fruit produced by our family-owned farms across the United States and Canada, we're able to bring Pazazz to market even earlier than usual. This is great news for grocery store shoppers and lovers of fresh holiday treats alike.”

Pazazz is the star of Honeybear Brands' varietal development program, which now has close to 100 varieties in various stages of pre-commercial growing, testing and production. The variety, which is expected to roll out nationally in 2018, is grown by small family orchards up and down the Mississippi River Valley in Minnesota and Wisconsin as well as in Washington, New York and Nova Scotia. The variety is also currently being tested with growing partners in the southern hemisphere to potentially increase Pazazz's in-season availability to retailers and their customers in the United States and Canada.

“We're thrilled to be able to partner with industry-leading retailers like Hy-Vee, Wegmans and Loblaw stores in this exclusive early sneak peek at Pazazz this year,” says Roper. “We're convinced it will help drive extra holiday sales of a unique, new featured item as well as give us a real indication of what we can expect at retail during the busy January and February sales season when Pazazz is available at more retailers nationwide.”

For more information about Pazazz or Honeybear Brands, visit [www.PazazzApple.com](http://www.PazazzApple.com) or [www.honeybearbrands.com](http://www.honeybearbrands.com).

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**About Honeybear Brands ([www.honeybearbrands.com](http://www.honeybearbrands.com)) 952-746-1315**

Honeybear is a leading grower and developer of premium apple varieties. The company started as Wescott Agri Products, a family run apple orchard in the early 1970s. From that early start several generations ago, Honeybear still employs the same hands-on, personal attention to apple varieties produced through the Honeybear Apple Varietal Development Program. Honeybear is the leading grower of Honeycrisp in the Northwest and offers complete domestic and global apply supply integration from varietal development to growing, packing, shipping and retailer support.