



Honeybear® Brands
Elgin, MN

Pazazz Kicks off a Fantastic Premium Apple Season

Increased production and availability across all growing regions.

Elgin, Minn., October 27, 2020 – Growers can never predict what mother nature will throw at them, but this year she provided the perfect conditions for a beautiful Pazazz™ apple crop in all growing regions (Midwest, New York, Nova Scotia and Washington). Honeybear® Brands, grower, packer, and shipper of premium apple varieties, is entering its 6th year with their Pazazz apple and it is set to be the best yet.

“The premium apple category continues to grow, as retailers recognize the need to promote and introduce new varieties in order to drive growth in a mature apple category. Consumers are seeking new flavor and product experiences, and where retailers have adopted a premium varietal strategy, they are seeing new and repeat sales in the apple category. Last year we saw retailers successfully grow their apple category by leaning into premium varieties, like Pazazz,” says Don Roper, VP sales and marketing, Honeybear Brands. “Providing consumers with new great-tasting products, adopting pricing and promotion strategies that drive trial and providing near year-round supply has driven new premium apple sales and margin in a mature category.”

Great flavor continues to drive consumer purchase behavior, and this sets Pazazz apart from other apples in the marketplace. Its outstanding flavor profile coupled with a resounding crunch provides a delightful eating experience. The unique flavor and balance of sweet and tangy is the biggest part of the Pazazz success.

Honeybear put Pazazz to the test earlier this year when apple lovers were invited to participate in a blind taste test and in-depth interview to better understand their apple preferences. The research found that 57 percent of participants preferred the taste of Pazazz apples over the eight other varieties sampled.

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“With the popularity of Honeycrisp, it was no surprise that participants were self-described Honeycrisp fans. It was interesting, though, that 91 percent of them selected Pazazz as their favorite over their beloved Honeycrisp,” says Kristi Harris, brand manager, Honeybear Brands. “Over and over we heard respondents gush about the robust flavor of Pazazz and their desire for a tangy, crisp apple. Pazazz delivers that. Its profile is perfectly balanced with both sweet and tangy.”

Honeybear Brands is excited about the Pazazz season ahead. Retailer collaborators continue to support this premium brand nationwide and help consumers develop an appreciation for an exceptional tasting apple while keeping the important apple category healthy. To learn more about Pazazz apples, visit Pazazzapple.com.

About Honeybear Brands

Honeybear is a leading grower and developer of premium apple varieties. Family owned and operated for more than forty years, Honeybear still employs the same hands-on, personal attention to each and every apple variety produced while holding to responsible sustainability practices. As a leading vertically integrated, dual hemisphere grower, packer, shipper, Honeybear offers supply of premium apples and pears on a year-round basis. Honeybear Brands is a wholly owned subsidiary of Wescott Agri Products. For more information about Honeybear, visit www.honeybearbrands.com and follow us on Facebook.

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