



Honeybear® Brands

Honeybear Brands Celebrates All Things Apples at IFPA

Taste What's New This Season; Visit Booth 2071

Anaheim, Calif., September 21, 2023 – As [Honeybear Brands](#) welcomes visitors to Booth 2071 at the International Fresh Produce Association show Oct 19, it is already helping retailers navigate what is shaping up to be a strong apple season.

"We're seeing robust crops across the Midwest and on the coast," says Don Roper, vice president at Honeybear Brands. "This means strong supply for retailers and delicious fruit on hand for shoppers. From regional and mainline varieties to premium honeycrisp and Pazazz, there will be a good supply of apples to move."

New Production Partner, More Regional Varieties

Honeybear Brand's new production partner Elite Apple Co. helps ensure a consistent supply from the Midwest's premium apple growing regions.

Located in Sparta, Michigan, Elite Apple expands Honeybear Brands' supply of regional varieties. Combined with Honeybear Brands' legacy Washington production, retailers are afforded the lowest landed cost to keep shelves fresh with consumers' favorite varieties.

Enter the "Honeymoon" phase and find your "Pazazz"

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Honeybear Brands' newest apple variety – Honeymoon— debuted at IFPA last year. The future is bright for this new variety that features tropical notes and adds a colorful yellow punch to retail decks. Visitors can take a bite on the Brightside in Anaheim.

New crop and fan favorite Pazazz, will be released in late October with supply coming from WA, MN, NY and Nova Scotia. These apples, with their sweet and tangy flavor and explosive crunch have become a favorite among apple aficionados! Retailers can rest assured they are providing shoppers with a flavorful and crunchy variety that lasts long after other varieties have faded.

Spreading the Good News

For a second year, Honeybear Brands is promoting “Good Mood Food” to help connect apples to shoppers seeking healthy food options. In-store signage touting apples’ mood boosting benefits will educate consumers and drive apple sales.

“Eating an apple triggers the release of dopamine which provides a sense of happiness. We want shoppers to understand that benefit, along with all the other amazing things apples do for our bodies,” said Kristi Harris, Brand Manager, Honeybear Brands.

Social media campaigns feature food blogger custom content and a book sweepstakes from *New York Times* bestselling expert on the Blue Zones, Dan Buettner. Chef Elle Simone of *America’s Test Kitchen* lends her support to Honeybear Brands’ partnership with the American Institute of Cancer Research.

About Honeybear Brands

Family owned and operated for more than forty years, Honeybear is a dual hemisphere developer, grower, packer, shipper and importer of apples, pears and cherries year-round. A pioneer in the commercialization of honeycrisp, the company has been an industry leader in responsible, sustainable growing practices and land stewardship for many years. Honeybear

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