



Honeybear® Brands
Elgin, MN

Pazazz® Apples Keep Apple Category Momentum Strong Despite Tightening Honeycrisp Market

Elgin, Minn., Q1 2026 – [Honeybear Brands](#), a leading grower, marketer, and developer of premium conventional and organic apples, pears, and cherries, is bringing fresh energy to spring sets with their exclusive **Pazazz® Apple** variety as retailers seek a great-tasting, quality apple that satisfies discriminating consumers. With the Honeycrisp market tightening, shoppers will enjoy the bold, juicy flavor of Pazazz at an affordable price.

"Pazazz is popular for a reason. It has that perfect balance of tangy and sweet – firm and crisp with an explosive crunch. Its bright red color pops off the produce shelf. Plus, it's a smart move for retailers. Pazazz's exceptional storage capabilities provide increasingly improved flavor for shoppers seeking a fresh, delicious-tasting apple this Spring," says Chuck Sinks, president of sales, Honeybear Brands.

With Pazazz, shoppers enjoy a great-tasting apple long after other varieties have faded. And retailers get the benefit of their fruit coming closer to home. Honeybear Brands' domestic growing and packing facilities in Washington, the Midwest, NY, and Canada put fresher apples that are packed-to-order within easy reach year round and with shorter travel times.

Retailers can take advantage of in-store and digital assets that promote Pazazz not only as a source of rich fiber, but tie in the mental health benefits of eating an apple a day. "With April being National Stress Awareness month and May focused on Mental Health Awareness, coordinated efforts that promote Pazazz as good mood

food can help fuel sales. Our network of influencers and geo-targeted social media campaign will carry the message as well,” says Kristi Harris, brand manager.

About Honeybear Brands

Honeybear Brands is a multi-generational grower, marketer, and innovator of premium conventional and organic apples, pears, and cherries. With operations rooted in the world’s finest growing regions, Honeybear combines sustainable farming practices with state-of-the-art packing facilities strategically located across the U.S. to deliver fresher, faster, and packed-to-order fruit. A robust year-round import program further ensures consistent supply and exceptional quality for retail partners and consumers alike.

Honeybear Brands is a wholly owned subsidiary of Wescott Agri Products. For more information about Honeybear, visit www.honeybearbrands.com .Please contact your Honeybear representative for more information. Honeybear® is a trademark of Wescott Agri Products.

#