

Michigan Apples

GREAT
FOR
SNACKING



GINGER GOLD
Sweet-spicy, firm



PAULA RED
Sweet-tart, juicy



JONAMAC
Rich, spicy



HONEYCRISP
Sweet, crisp, juicy



RED DELICIOUS
Sweet, juicy, crunchy



FUJI
Sweet and crunchy



BRAEBURN
Mildly sweet, crispy

PERFECT
FOR
COOKING



JONATHAN
Sweet-spicy,
great for applesauce



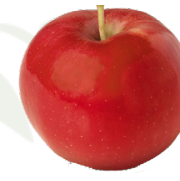
MCINTOSH
Sweet-tart, juicy;
excellent in applesauce
and pie



EMPIRE
Sweet, tart;
great with caramel
and nuts



GOLDEN DELICIOUS
Sweet, firm;
great as cider and
applesauce



IDA RED
Tart, firm, juicy;
holds up well
when baked



ROME
Mildly tart, juicy;
holds up well
when baked

MERCHANDISING TIPS

- Offer consumers a wide variety of options. Introduce new variety next to favorites.
- Keep apples on refrigerated tables to keep them looking their freshest.
- Different size apples meet different needs, so keep both large and small apples on your display. Market smaller varieties to parents and kids looking for a lunch box staple. Push larger apples as a good fit for cooking.
- Use apples' vibrant and varied colors to create an eye-catching display.



Indianapolis
Fruit[®]