



CAMEO®, THE LATE HARVEST BRITISH APPLE THAT IS GROWING IN POPULARITY

There's no need to abandon your loyalty to British apples when the springtime brings an end to the traditional British apple season. The arrival of a newer British variety, 'Cameo®', ensures that the season is extended into late April. Cameo®, is a late maturing British variety grown primarily in South East England which has recently been harvested and will continue to be available in UK supermarkets from now until Easter.

A red desert apple with distinctive golden speckles, Cameo® has a deliciously sweet flavour, crunchy texture and is exceptionally juicy. Cameo®'s unique flavour profile makes it the perfect partner for both sweet and savoury foods – a great addition to the breakfast table, served with cheeses at the end of a meal, or as a healthy snack at any time of day and is fast becoming a new British favourite. In fact consumption has risen by 25% in the last three years and this year we will consume more than 9 million Cameo® apples.

Cameo® apples also have good keeping qualities, which mean they will stay fresh in your fruit bowl for longer, cutting down on waste. A thin skinned variety of apple, there's no need to peel Cameo, allowing you to benefit from the nutrients held just under the skin.

Picked by hand, the Cameo® apple is eagerly anticipated by foodies around the country as its sweet taste and background citrus flavour make for a unique apple. Tasting great and ready to enjoy now and until late April the Cameo® apple gives those who like to buy 'in season' produce a new apple option to add to their shopping lists - long after other more famous British varieties have disappeared.

For more information about Cameo® visit <http://www.cameoapple.co.uk>

Cameo® apples are grown in orchards mainly in the countryside of South East England and are available now from Tesco, Sainsbury's, Morrisons, Co-op, ASDA and Budgens supermarkets.

- Ends -

Note to editors:**The history of the Cameo apple:**

Cameo® was discovered by chance in Washington State, USA in the early 1980's. It is thought to be a cross between Golden Delicious and Red Delicious which occurred through natural pollination, giving it its own unique flavour. Growers realised the potential of this apple when they first tasted the fruit from this new seedling and discovered that its appearance was hiding its best secret – the flavour and texture inside.

Tasting notes:

When tasting Cameo® for the first time, look out for:

- a hint of grapefruit
- a blended honey and citrus taste
- a sweet flavour
- crunchy texture
- high levels of juice

For more information please contact:

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