



4th November 2009

RETAILERS TO STOCK “BRITAIN’S TASTIEST APPLES”

Next week will see the arrival into stores of Britain’s Tastiest Apples. Official!

Cameo® apples¹ have won the treble accolade of “Tastiest Apple” at the National Fruit Show² in 2009 and 2008 and have been judged Best Exhibit at the 2009 show based on appearance criteria.

Next week (week commencing 9th November) commercial quantities of Cameo® apples will be ripe and ready for picking and will arrive in Budgens, Co-Op, Booths, Morrison’s, Sainsbury’s and Tesco stores.

A red dessert apple with distinctive gold speckles, Cameo® has a deliciously sweet taste, crunchy texture and is exceptionally juicy. Cameo® also has great keeping qualities, which means it will stay fresh in the fruit bowl for longer.³

Adrian Barlow, Chief Executive of English Apples and Pears says, “British consumers are extremely supportive of our apple growers and are very keen to buy British. We anticipate a great reception for this relatively new variety which looks great, tastes fabulous and is grown in British orchards.⁴”

Notes To Editors:

¹Cameo® was discovered by chance in Washington State. 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 as its appearance was hiding its best secret – the flavour and texture.

²The competition, judged by a panel of six expert judges who tasted a total of 101 entries for the Tastiest Apple class, is part of the National Fruit Show in Kent which is the premier event for the English top fruit industry. The centrepiece of the show, held each October, is the largest competitive display of commercially grown top fruit staged in the UK.

³Apple experts at English Apples & Pears estimate that Cameo® apples will stay fresh in the fruit bowl for up to 7 days and in the fridge for up to 2 weeks.

⁴Cameo® is grown in orchards throughout Kent and other parts of England and will be available until late spring.



For more information please visit www.cameoapple.co.uk.

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