



A late season dessert apple, Cameo® is available until late spring, unlike other traditional British-grown apples, meaning you can enjoy home-grown, seasonal apples for longer.

Cameo® 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.

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 your fruit bowl for longer. Apple experts¹ 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.

Its unique flavour profile makes Cameo® the perfect partner for both sweet and savoury dishes – 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.

We all know that eating fresh fruit is good for you, but researchers at Bonn University² have found that Cameo® has very high levels of antioxidants, similar to those found in older varieties that are no longer produced commercially, higher than many of the other varieties available on our supermarket shelves. Antioxidants are a vital tool for our bodies to protect themselves against harmful illnesses such as cancer and heart disease.

Harvested and packed only by hand, Cameo® apples are grown in orchards throughout the Kent countryside and are available from Tesco, Sainsbury's Morrisons and Co-op, priced at around £1.59/kg, from November to April.

¹ English Apples & Pears

² 2003 Study: Bioactive Components in Fruits from different Apple varieties – M Schmitz Eiberger, V Weber, D Treutter, G Baab and J Lorenz, University of Bonn



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