



## **CAMEO APPLES COME INTO FULL SEASON**

Cameo® apples, the late maturing premium apple variety, are in full season. Cameo® which came into season in early December is a juicy, red desert apple with distinctive golden speckles which will be available from now until April/May 2011.

Cameo® is one of the new, high quality premium varieties in the British apple market and has attracted significant interest in recent years, becoming a favourite of consumers and experts alike. Cameo®, though a smaller player in the market, has continued to grow and this year's crop is expected to produce 1,840\* tonnes, an increase of around 17% on the 2009 season.

Adrian Barlow, Marketing consultant for Cameo® in the UK comments: "The quality, consistency and taste profile of this season's Cameo® apples is excellent as last season's weather conditions particularly suited this variety. The increased crop size is due to an increased number of Cameo® orchards coming into maturity in the UK. Growers find that logistically, a late maturing variety allows them to harvest over a longer period which helps to ensure that an exceptionally high standard of product arrives on supermarket shelves. We are confident that as more and more consumers try Cameo®, they will become avid fans of the variety and its unique flavour."

Greater emphasis is also being placed on this season's success as Cameo® is set to benefit from a dedicated marketing drive to support the variety. Coco PR has been employed to communicate the product's unique selling points to the consumer media, highlighting the length of the season and the variety's distinctive taste profile. The campaign will consist of a media relations programme including: press visits and briefing sessions, grower profiling and a website refresh.

- Ends -

**Notes to editors:**

\*Figures from the English Apples and Growers

Cameo® won the Tastiest Apple in 2008 and 2009 award at the National Fruit Show and in 2009 was awarded Best Exhibit

For more information about the Cameo season® or to speak to a grower please contact:

Bridget Ballantyne

Coco PR

0117 3735408 / 07968198421

[Bridget@cocopr.co.uk](mailto:Bridget@cocopr.co.uk)