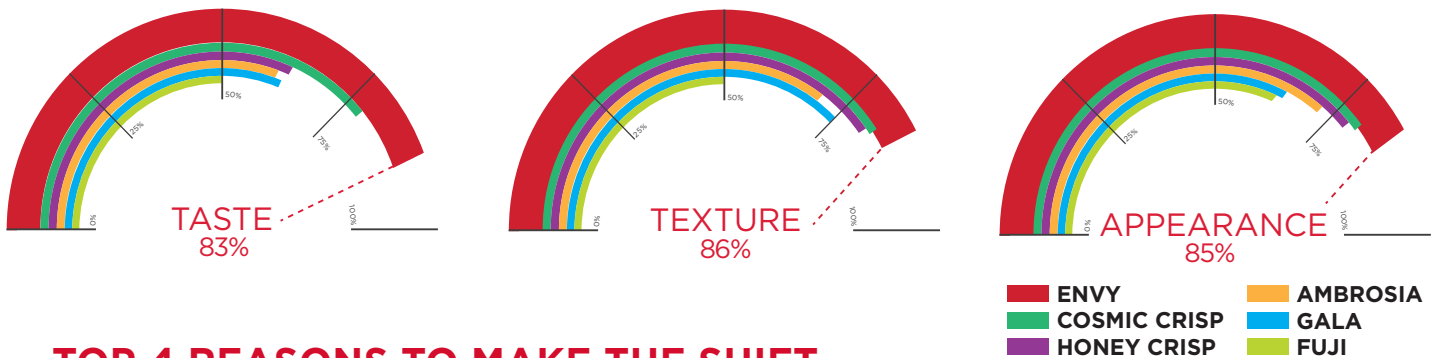


NEED A LIFT?

New data reveals how Envy™ can propel your apple category forward.

Has your apple set stalled? If so, you're not alone. Despite the proliferation of new, premium varieties, the overall apple category struggles to gain traction. Recent extensive, third-party research—involving shopper shadowing, focus groups, in-home visits and comparative sensory tests*—demonstrates that Envy apples can contribute to a sales lift and boost the entire category.

CONSUMERS AGREE, ENVY IS THE BEST APPLE ON THE MARKET!*



TOP 4 REASONS TO MAKE THE SHIFT

1. Envy tastes the best.

When tested alongside Honeycrisp, Cosmic Crisp, Fuji, Gala, Ambrosia and JAZZ, Envy emerged as the most preferred—favored for its taste, texture, and appearance.

2. Envy delivers the apple shoppers want.

Participants said that Envy provides **the ideal apple experience** better than other apples, and 72% said they would probably or definitely buy Envy.

3. Envy is a category driver.*

Envy is the No. 2 apple in YOY dollar/volume gains and delivers the 2nd-highest register ring in the category; it also delivers the highest premium dollar velocity**

4. Envy has enormous potential.

Currently sitting at 1.5% of total category dollars*, just imagine the returns Envy will deliver with consistent availability and higher visibility.



Forward Research April 2019 / *IRI, 52wks ending 5.19.19, total US ("other" aside) **IRI, 52wks ending 5.19.19 (considering varieties generating min. 1% of category dollars)