

# Washington Apples



## RED DELICIOUS

America's favorite apple has deep ruby skin and a classic heart shape. Its mild, sweet flavor and distinctive, juicy crunch make it a five-star snacking apple. Available year-round.



## GALA

The perfect take-a-long snack. Heart-shaped, distinctive yellow-orange skin with red striping and a crisp, sweet taste that can't be beat. Great in salads, too. Available August - March.



## CRIPPS PINK

The Cripps Pink is known for its sweet-tart taste and firm, crisp flesh. It is yellow in color with a pink blush. The delicious Cripps Pink is great for cooking and eating out of hand. Available October - April



## GOLDEN DELICIOUS

The preferred, all-purpose cooking apple. Firm, white flesh and skin so tender it doesn't require peeling. Maintains its shape and rich, mellow flavor when baked or cooked. Available year-round.



## ROME BEAUTY

Called the "baker's buddy." Bright red skin and smooth, slightly juicy flesh. Used primarily for cooking, their flavor grows richer when they're baked or sautéed. Available September - July.



## BRAEBURN

Varying from greenish-gold with red sections to nearly solid red, the crisp and aromatic Braeburn blends sweetness and tartness for high-impact flavor. Great for snacks and salads. Available October - July.



## GRANNY SMITH

Grannies are bright green with a pink blush. Tart, tangy flavor and crisp bite. Great sautéed, in salads or eaten out of hand. Available year-round.



## JONAGOLD

Yellow-green base with a blush stripe. A blend of Jonathan and Golden Delicious, the Jonagold's tangy-sweet flavor is unique. Excellent for eating or cooking. Available September - March.



## HONEY CRISP

The Honey Crisp is speckled with red over a yellow background. The honey-sweet flavor and crisp finish makes this juicy variety perfect for snacking, salads and sauce-making. Available September - March.



## FUJI

The crisp, juicy Fuji varies from yellow-green with red highlights to very red. Its spicy, sweet flavor make it excellent for salads or eating out of hand. Available year-round.



## CAMEO®

The Cameo® is a pleasantly sweet apple with a firm texture. Its color is red stripe over a creamy background. An excellent dessert apple or tasty on-the-go snack. Available October - March.

## Handling and Storage

- Washington Apples must be handled carefully to avoid unnecessary shrinkage.
- Always inspect fruit upon arrival.
- Ideal cold storage temperature 34°-36° F (1°-2° C)
- When storing apples, keep boxes off the wet floors to avoid box breakdown and mold.
- Stack apple boxes no more than 6 or 7 layers to avoid crushing bottom boxes.
- Rotate on a first-in, first-out basis.
- Inspect apples daily to judge their degree of firmness.

## Display and Merchandising

- **Create an apple display** to increase sales and profits for your produce department.
- Do not remove apples from boxes until ready to display.
- **Handle apples gently** to avoid bruising.
- Rotate displays frequently, placing the new product on the bottom of your display.
- **Display all apples together** to maximize the category experience.
- Use all available apple varieties to offer attractive color and selections for your customers.
- **Offer two sizes** to give your customers a choice.
- Create excitement and interest with **cross merchandising** tie-ins.
- **Use seasonal holiday themes** such as Halloween, Christmas, Easter or other holidays, on your display.
- **Educate your customers** by offering variety information and nutritional data at the display.
- Increase sales with **samplings** as customers are more likely to purchase different varieties if they can sample them.
- Increase sales with **mass displays** as they suggest a festive occasion.
- Create incremental sales with secondary **out of the department displays**.
- Offer value to your customers with **bags in all sizes**.

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