



By Carl Collen

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Oppy amplifies apple offering

Premium varieties continue to play an important role in category growth, according to the importer-distributor



Leading North American fresh produce distributor Oppy's has said that its winter apple programme, which features premium brands including Jazz, Pacific Rose, Envy and Ambrosia, is poised to amplify the category in 2020.

According to the company, the ongoing success of Oppy's winter programme is evidenced by its apples ranking within the category's top 15 varieties.

"Premium apple varieties are playing an increasingly important role in providing growth to a category in

a state of flux, as it tries to meet the changing needs of today's shoppers," Oppy's director of apples and pears Roger Aguirre said. "Their success reflects the evolving consumer preferences that have become more nuanced, more demanding and more varied. Oppy has responded to these market conditions, providing targeted and dynamic services to retailers, so they can reach and satisfy their shoppers with what they want."

Jazz pressures are registering near 22 pounds – an "impressive" level in January, Aguirre noted – which translates to the crunch shoppers are seeking.

Pacific Rose, both conventional and organic, continue to hold a strong visual appeal, Oppy noted, while the original Ambrosia, native to British Columbia, retains an "unrivalled quality" and offers a "sweet, crisp apple".

Envy, meanwhile, remains a "key category driver", delivering consistent year-over-year volume growth, Oppy added.