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Friday 16th April 2021, 8:20 GMT

Dazzling entry into China for New Zealand apple

Largest quantity of Dazzle apples arrives to fanfare at China's Guangzhou and Shanghai wholesale markets



Larger volumes of New Zealand grown Dazzle apples have been made available in China for the first time, and customers and consumers have celebrated their arrival.

Launches at Guangzhou and Shanghai Wholesale Markets were reportedly met with great anticipation.

Joy Wing Mau's international buyer, Li Bin, was involved in both launches and said it is "very exciting" to have access to larger volumes of Dazzle Apples for the Chinese Consumers this year.

"We are so happy and very excited to introduce Dazzle apples. Dazzle is a variety which we know has been specifically developed for the Asia market, with its sweet, crunchy and delicious taste, as well as good storability," said Li.

"There is a strong brand and it's great to be part of a successful launch which will

help us promote Dazzle to Chinese consumers. We value our strong relationship with New Zealand apple growers and suppliers."

The New Zealand Trade and Enterprise Trade commissioner, Pete Frost presented at the celebrations and cut the ribbon, officially launching Dazzle apples to the China market, praising the New Zealand apple and pear industry.

"New Zealand apple growers are agile and innovative," said Frost. "They use world-leading science and technology to deliver to ever-changing customer demands. The New Zealand horticulture industry is investing in new varieties, which are earning premium prices in the global marketplace.

"New Zealand apples enjoy popularity among Chinese consumers because New Zealand fresh produce has a good image which connects with high-quality apples, grown in favourable natural conditions," he added.

Dazzle apples were developed over 20 years by Plant and Food Research – a New Zealand government Crown Research Institute.

They are exclusively available from a selected group of exporters and are set to be one of the most popular and largest volume apples coming from New Zealand

Bostock New Zealand international market manager, Jane Maclean said Bostock New Zealand saw frenzied market demand and high prices for Dazzle in other premium Asia markets in 2020, but the China market was slow in the wake of Covid-19.

"It's really reassuring and exciting to see how successful the 2021 China launch has gone. We now look forward to seeing that positive early noise translate into the same strong sales and consumer appetite we are seeing in other markets.

“Bostock New Zealand also have our first organic Dazzle shipments on the water to China to four different key retailers, with demand for our organic well in excess of our available volume this year,” noted MacLean.

The Dazzle apple exporters have collaboratively invested in the apple brand and strong marketing programmes in the global markets.

“We are working closely with our retailers on individual Dazzle branded packaging and promotions

to hopefully mirror the success of the wholesale launch across the retail sector,” commented Maclean.

Mr Apple global sales and marketing manager, Ben McLeod, said the quality of the New Zealand apple crop this year is “exceptional”.

“This season we’re seeing the quality of Dazzle just get better and better. Brilliant colour and an intense flavour – this variety is showing us that it’s capable of great things. We’re thrilled to see the performance

in market and we’re confident that consumers are going to love Dazzle,” highlighted McLeod.

Dazzle apples are now available at selected retailers and through importers in China and Vietnam. Exclusive Exporters of Dazzle include Bostock New Zealand, Mr Apple, Freshmax, Taylor Corp, RD8, Pickmee and Golden Bay Fruit.