

For fresh fruit and vegetable marketing and distribution in Asia



By Matthew Jones

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Cosmic Crisp recognised as healthy snack



Branded apple's nutritional value and versatility celebrated by US lifestyle publication

Cosmic Crisp has been named among Good Housekeeping's 2020 Healthy Snack Award winners.

The branded apple's nutritional value and versatility stood out to the registered dieticians at Good Housekeeping, who test and evaluate hundreds of snacking products each year for the awards.

"A Cosmic Crisp apple is low-calorie yet nutrient-dense, packed with antioxidants and excellent fiber counts for a delicious and nourishing addition to just about any meal or snack," according to Good Housekeeping.

A cross between the Honeycrisp and Enterprise varieties, Cosmic Crisp took the US market by storm when it hit produce aisles late last year.

With growers in Washington State making their final preparations for this year's harvest, new season Cosmic Crisp apples will be sent to retailers across the US in late November.

"With people snacking more frequently, and families eating at home, it's helpful to have resources like the Good Housekeeping Healthy Snack Awards list for grocery shopping.

"We're thrilled to have the Cosmic Crisp included," said Kathryn Grandy, director of marketing and operations at Proprietary Variety Management, which markets the Cosmic Crisp apple.

"Our fans can start snacking on their new favourite apple again soon. Thanks to the tireless work of Washington State apple growers, Cosmic Crisp orchards are brimming with top quality fruit."