

For fresh fruit and vegetable marketing and distribution in Asia



By Matthew Jones

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## WAC prepares for Washington Apple Week



Global event to be rolled out in 19 countries through online and offline promotions

**T**he Washington Apple Commission (WAC) has announced Washington Apple Week will be celebrated from 28 November to 6 December.

The global event will span 19 countries and feature activities to connect consumers with the source of their food. It has also been designed to build excitement for the arrival of new season Washington apples.

Featuring the exclusive worldwide campaign 'From Our Trees to Your Table', the week-long celebration will focus on educating consumers on the diversity of apple varieties available,

the process of growing the fruit, and the health benefits associated with regular consumption.

Layering eye-catching in-store displays, WAC will focus on creating an interactive experience through digital media. The campaign will be beamed into consumers' households through social media posts, online contests, influencer partnerships, educational videos and livestream cooking demonstrations.

"This is an exciting opportunity to connect with customers and unify apple lovers across different oceans, borders and continents," said Rebecca Lyons, international marketing director of WAC.

"The ability to engage with consumers with an amplified digital approach helps bridge the gap during a challenging time, and it opens new doors to provide content that will add value to our customers' daily lives."

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