

The international marketing magazine for fresh produce buyers in Europe



By Maura
Maxwell

Wednesday 14th October 2020, 12:54 GMT

Ambrosia launches first consumer marketing campaign



The campaign will feature digital activities and the first TV advert in November

The 2020/21 Ambrosia apple campaign has got off to a flying start, with a good quality crop leading to strong demand reported in Mediterranean markets.

The season marks the launch of the first ever consumer marketing campaign after four years of promotions aimed at wholesalers and retailers.

The campaign will feature digital activities focusing on health and flavour through social networks and influencers, as well as a brand new television advert that launches in November.

Marco Rivoira of Piedmont-based Rivoira Group, which markets the variety together with the Val Venosta Cooperatives Association, VIP, said production is stable at 24,000 tonnes this season.

“Although we were concerned about the high temperatures during the first part of September, cooler days finally arrived, allowing the fruit to achieve colouration,” he said.

“The sizes are medium to large and ideal for Mediterranean markets – in fact I was surprised by the strong start in Italy and Spain. Even though we were working at full speed at the end of September, we couldn't fulfil all the requests, it was really incredible.”

VIP's commercial director Fabio Zanesco said the variety “meets consumer demand for sweet apples with premium positioning, which are capable of providing a superior taste experience”.

Zanesco added that this season would see a greater availability of apples marketed under the Gold Rosé brand,

especially in Italy, while “volumes of Ambrosia Bio are also growing, with the campaign set to run through to January 2021”.

The variety is sold in Italy, Germany, Scandinavia and Spain, and the first volumes are also on their way to Asia. The apples will be available until March/April.

The two companies said production is set to be ramped up in the coming years, especially from 2022/23 onwards.

Eurofruit Magazine

Enjoyed this free article from Eurofruit Magazine and its team of editors? Don't miss out on even more in-depth analysis, plus all the latest news from the fresh produce business. Subscribe now to [Eurofruit Magazine](#).

<http://www.fruitnet.com/americafruit/article/1474/parts-of-san-diego-quarantined-as-psyllid-count-mounts>

© Copyright Market Intelligence Ltd - Fruitnet.com 2014. The copyright on this article and all content published on Market Intelligence Ltd - Fruitnet.com is held by Market Intelligence Ltd - Fruitnet.com Limited, a joint venture between Market Intelligence Limited and Dr Rolf M Wolf Media GmbH. All rights reserved. Neither this article nor any part of it may be reproduced, stored or transmitted in any form, including print-outs, screen grabs and information retrieval systems, without the prior permission of the copyright owners.

FRUITNET.COM

<http://www.fruitnet.com/americafruit/article/1474/parts-of-san-diego-quarantined-as-psyllid-count-mounts>

© Copyright Market Intelligence Ltd - Fruitnet.com 2014. The copyright on this article and all content published on Market Intelligence Ltd - Fruitnet.com is held by Market Intelligence Ltd - Fruitnet.com Limited, a joint venture between Market Intelligence Limited and Dr Rolf M Wolf Media GmbH. All rights reserved. Neither this article nor any part of it may be reproduced, stored or transmitted in any form, including print-outs, screen grabs and information retrieval systems, without the prior permission of the copyright owners.

FRUITNET.COM