



By Gabrielle Easter

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## Rockit scoops export award

Apple grower-marketer Rockit Global won the ExportNZ Hawke's Bay ASB Exporter of the Year Award



**R**ockit Global won the Hawke's Bay ASB Exporter of the Year award, as well as the Napier Port Industry Trial Blazer award, at the ExportNZ awards dinner last night.

Rockit Global chief executive Austin Mortimer said they were delighted to receive the award.

"The Rockit team have worked extraordinarily hard to build a world leading innovative apple snack

brand," he said. "We are now growing Rockit apples in nine countries and selling in 29, but have big plans to expand into even more markets within the next 12 months.

"We are very proud of the success to date and look forward to building on it over the coming years."

The small-sized apples are sold in tubes and positioned as a snack, with the company now working to position Rockit in the US.

"The amazing response to our product shows that consumers desire 100 per cent pure snacks that are packed full of goodness and convenient," Mortimer added. "The response to our product is always amazing. Consumers love the sweet, juicy miniature apple and innovative branding."