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## Apal launches premium apple option

Six-pack premium Pink Lady apples to be trialled in selected Coles stores



Image supplied by Apal

Apple and Pear Australia (Apal) has officially launched the trial of its new pre-packed apple option, branded John's Pick, which aims to reposition the Pink Lady apple as a premium choice.

The six-week pilot programme will retail for A\$6 per pack and will be available in 41 Coles stores across New South Wales and Victoria.

The cardboard packaging is recyclable and will feature the globally recognised 'flowing heart' logo.

Apal's head of group brands and regional manager of South East Asia and Americas, Craig Chester, said the programme aimed to differentiate the Pink Lady apple from other varieties.

"Our objective is to switch a section of Australian consumers from loose Pink Lady apples, to a premium offering," said Chester.

"A consistently higher quality apple, conveniently packed and supported at retail level should provide stronger than average returns per bin for growers, while providing consumers with a quality-seal guarantee."

Apples selected for the John's Pick premium range will need to meet the requirements outlined in the International Pink Lady system. It's the first time the system will be deployed in Australia.

The requirements that the Pink Lady apples will need to meet focus on colour and eating quality, including Brix and firmness.

The programme is a joint effort between Apal, retail partner Coles, supply partners Montague, Orora and Blueprint Merchandising.

If deemed successful, distribution of John's Pick branded apples will expand for the 2020 season.