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Pink Lady creates Chile role

The apple brand's latest appointment illustrates Pink Lady's intent on developing markets in South America



Pink Lady has announced the appointment of Andrés Alamos as the apple brand's South America coordinator, responsible for the development of the brand in the region.

In recent years, Apple & Pear Australia Ltd (APAL) and Pink Lady Development (PLD), a joint venture company between APAL and Star Fruits, have been working to develop markets in South America for Pink Lady apples, with the recent focus being in Brazil.

However, the company sees an opportunity to widen its activity to other territories.

APAL has master licensees in Chile and Argentina and directly manages licensing in Brazil. Alamos's new role is in addition to these licensing activities and will be based in Chile, the largest production territory in South America.

"Andrés's priority will be finding ways for our partners to leverage higher value from the sale of

Pink Lady apples through development of the commercial brand strategy for the South American region," says APAL Intellectual Property Manager Garry Langford.

Andrés will also act as a liaison between APAL, PLD and all the parties in the South American territories.