



PRESS RELEASE

Borgloon, 9th of October 2023

New brand concept "Sprizzle®" launched: The optimistic apple that redefines the taste experience

During meetings in Germany for growers of the Württembergische Obstgenossenschaft (WOG) and the "BelOrta Apple & Pear Days" in Belgium, the new brand concept "Sprizzle®" was launched with great enthusiasm. Sprizzle® is the brand name of the new apple variety "Sunspark," a cross between Nicoter (cov) and Honey Crisp.

The new apple is currently being grown by a group of selected growers in Germany, Belgium and the Netherlands. The first commercial volumes are available and in the coming years EFC will grow the cultivated area in a controlled manner. Meanwhile, several retailers have already indicated that they want to include this new concept as a first mover in their assortment.



See it Sweet



During grower events in the Lake Constance and Heilbronn-Öhringen regions, a large group of interested growers visited Sunspark orchards to learn about this new variety and attend the unveiling of the new brand concept.



This new apple has a unique flavor profile. With its sweet taste, refreshing note and crisp, fine texture, Sprizzle® creates a champagne-like mouthfeel that continues to surprise consumers time after time.

The brand's eye-catching packaging and positive message was well received by growers, who rated the concept as distinctive and very contemporary.





EFC, variety manager behind the development and known for other club concepts such as Kanzi® and Migo®, has conducted extensive market research in several European countries which has shown that consumers are unanimously positive about this new apple variety with outstanding scores on taste perception.

The brand concept is as original as it is powerful: "Sprizzle® is the optimistic apple on a mission to remind the world how sweet and exciting life is." With this message, Sprizzle® aims to capture not only people's taste buds, but also their hearts. In a world where people need positivity, Sprizzle® offers a unique experience that goes beyond just an unforgettable taste experience. Eye-catching packaging and an original and innovative communication strategy are part of the Sprizzle® branding concept that EFC is using not only to stand out on the shelf, but also to put the apple back at the center of people's daily diets.





With the declining consumption of fruit, including apples, innovation is essential to boost the apple category in a positive way. As variety manager of successful brands such as Kanzi®, EFC is determined to achieve further growth with the introduction of Sprizzle® and contribute to a sustainable future for licensed apple growers.



Note to editors, not for publication:

EFC CV is the variety manager of Sprizzle®. EFC holds the exclusive worldwide licensing rights of Sprizzle®. The variety of Sprizzle® is Sunspark (cov).

www.efcfruit.com

If you have any questions or would like more information, please contact:

janwillem.verloop@efcfruit.com