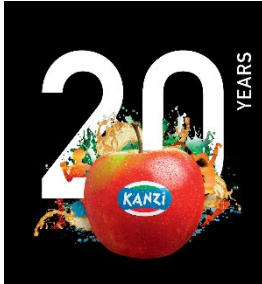




PRESS RELEASE

September 17th 2024



KANZI® celebrates 20-year anniversary: A milestone in the agri-food sector

KANZI®, one of the world's most-loved apple brands, is celebrating its 20th anniversary this season. Since its first commercial harvest in 2004, KANZI® has developed into a synonym for quality and great taste, loved by millions of consumers worldwide thanks to the unique, refreshing sweet and sour taste.

The involvement and commitment of all the chain partners in the 'KANZI® club' have played a crucial role in the success of KANZI®. This multinational club has become a textbook example of organized cooperation within the agri-food sector. Through this collaboration, KANZI® has become one of the favorite apples in households around the world.

Thanks to a controlled production acreage, where licenses are granted only to leading grower organizations in the main apple growing regions, and through customized cultivation support, the club has been able to achieve consistently high product quality, resulting in continuous high consumer demand. KANZI® has firmly established itself on the shelves of retailers on all continents. Annual centrally managed and locally reinforced marketing campaigns have led to strong brand preference and high brand awareness in these markets.

After 20 years the concept has lost none of its momentum, as evidenced by the ongoing expansion of the KANZI® club with new partnerships. This international expansion ensures that the unique apple variety, with its refreshing sweet-sour taste and firm, juicy bite, is grown in more and more countries.

To mark its 20th anniversary, KANZI® is kicking off the new season with a special, pan-European activation. Visitors of the Kanziapple.com website can surprise someone with a special KANZI® 20 Years gift-box. This fun gift contains not only a delicious KANZI® apple for some positive energy, but also a personalized voice message from the sender. For example, if your friend could use some extra energy for his or her school exams, you can record your personal message via the KANZI® website, enter your friend's address, and KANZI® will do the rest.



The gift box and accompanying KANZI® 20 Years messages are at the heart of the anniversary plan. A wide range of European influencers will activate consumers, while targeted online advertising will further increase the brand's visibility. Additionally, a comprehensive content marketing strategy during the anniversary year will look back at the many milestones and highlights of the KANZI® brand over the past 20 years. Finally, country-specific marketing campaigns will further strengthen the pan-European campaign. The marketing teams of the European KANZI® grower cooperatives are deploying a comprehensive mix of radio, TV, event sponsorship, PR, online, sampling and retail communications to create a true 360-degree campaign with local relevance in each market.

The estimated harvest volume in Europe for the upcoming season is in line with the expectations. The challenging growing conditions don't seem to have significantly affected the quality of the harvested fruit. The quality of the apples, both in terms of taste and appearance, is described as particularly good. The member grower organizations are therefore very positive about the upcoming anniversary year.

The KANZI® European marketing campaign kicks off on the 23rd of September.

Note for editors, not for publication:

EFC CV is the variety manager of KANZI®. EFC owns the exclusive global license rights to KANZI®. The variety name of KANZI® is Nicoter (cov).

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

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