



## PRESS RELEASE

Tongeren-Borgloon, October 7<sup>th</sup> 2025

### **KANZI® unveils new brand identity and campaign as new crop hits European shelves**

As the new European apple season begins, KANZI® enters an exciting new chapter. At Fruit Attraction in Madrid, the brand revealed its refreshed identity and launched the Power To Go! campaign, an energizing concept designed to boost visibility and engagement across global markets.

Large banners featuring the new campaign decorated the entrances to the halls where KANZI®'s international partners exhibited, making a bold statement to the global fresh produce community.



### **Exceptional fruit quality sets the stage**

The 2025 harvest is now arriving in stores across Europe. Thanks to favorable growing conditions, KANZI® growers are reporting excellent fruit quality, both in taste and appearance, reinforcing KANZI®'s position as a preferred variety among consumers and retailers.



European KANZI® grower cooperatives are optimistic about the season's prospects, confident in the strength of the concept and the brand's continued appeal in a competitive market.

### **Driving category growth through branding**

In a landscape where apple consumption is stable and competition intensifies, a strong brand like KANZI® plays a vital role in attracting consumer attention and driving category growth.

For over 20 years, KANZI® has been a standout in the apple aisle, recognized for its sweet-tangy, juicy flavor and supported by consistent brand positioning, impactful advertising and strategic retail partnerships.

### **Powerful packaging and campaign activation**

The new packaging design is bold, iconic and crafted to communicate KANZI®'s great taste while standing out on the shelf. It's a visual embodiment of the brand's promise: a refreshing apple that gives consumers the energy to power through their day.



EFC, the exclusive global license holder of KANZI®, explains: *"In a world that never stands still, an extra boost of energy is everything. That's exactly what the new KANZI® campaign delivers: powerful presence, powerful design, powerful packaging and powerful activations. For energized consumers and that extra boost at the point of sale. Power To Go! means more visibility, more excitement and more impact in the fruit aisle."*

### **European communication and activation**

This season, KANZI® will continue to build emotional connections with consumers through a comprehensive pan-European campaign. Key elements include digital advertising, a refreshed website and energizing social media content. A new digital platform will invite consumers to share personal goals they've long postponed, due to lack of energy, courage or opportunity. The most inspiring submissions will be rewarded with cash prizes, reinforcing the campaign's empowering message.



At the country level, KANZI® marketing teams across Europe are rolling out 360-degree campaigns tailored to the unique dynamics of each market. These activations span a diverse mix of media and engagement strategies, including radio and television advertising, out-of-home placements, event sponsorships, in-store sampling and targeted retail communications, all designed to maximize consumer impact and drive visibility at every touchpoint.

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*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)/Nicoled (cov).*

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