

HILLTOP™

Issue #11 Fall/Winter 2016/17



**INSPIRATION
ORCHARD**

**FACE TO FACE
ROBIN GRAHAM**

**THERE'S AN
APPLE FOR THAT**



Stemilt RUSHING RIVERS™

— THE BEST PEAR LOCALES IN THE WORLD —



Our **Rushing Rivers Pears** proudly call Washington's famous river valleys home. Orchards blanket locales like the Wenatchee River Valley and Entiat River Valley, where **mountain slopes** meet **pristine rivers** and **fertile soils**.

FROM THE EDITOR



Hello from Wenatchee, where exciting changes continue to happen at Stemilt. As I write this, construction is moving along on our brand-new distribution center at Olds Station. We are eager for this state-of-the-art facility to come on-line next summer.

In this issue of Hilltop, you'll get a look at the new design of our consumer-focused website, **Stemilt.com**, as well as our new Apple Lover packaging that's making its way to stores this winter. We introduce Inspiration Orchard™ to you and tell you of our vision for new varieties and orchards coming into production soon. We also share our new apple-focused website – There's an Apple for That – and how you can use the theme to merchandise apples in your stores this fall and winter.

We appreciate your ongoing support of Stemilt and our World Famous Fruits, and hope that you enjoy reading this issue.

Onward,

West Mathison
President
Stemilt Growers

HILLTOP

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West Mathison

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Hilltop is a bi-annual publication dedicated to fresh fruit growing, packing, marketing, and merchandising.

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COVER SHOT



Branch of d'Anjou pears ready for harvest near Leavenworth WA.



A surprise for your taste buds™

IT KEEPS MAKING WAVES

Piñata® apples were displayed in over **7,000 supermarkets** in the U.S. last season. Make waves in your produce department this season with Piñata® - the tropical apple.



CLASSIC APPLE FLAVORS WITH A

Contact your Stemilt Sales Representative about Piñata Today!

www.facebook.com/PinataApple



HILLTOP

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FACE TO FACE

with Robin Graham

“

Nothing is easy to grow and it's always rewarding to see a crop from start to finish.

In this edition of Face-to-Face, I sat down with Robin Graham, Stemilt's area manager for the Mattawa and Othello region which includes one of the company's newest plantings, Capstone Orchards. No day is ever the same out in the orchard and Mother Nature often throws curveballs, yet Robin has found a passion for his job because of the simple fact that he gets to partake in growing food for people to enjoy.



Brianna: Tell readers more about your role at Stemilt. What does a typical day look like for you?

Robin: I'm the area manager for our company-managed orchards in Mattawa and Othello, which are located about an hour and a half from Wenatchee and spread over 30 miles. We grow most varieties of apples and cherries, including the new Skylar Rae®. It's hard to explain a typical day because in farming a typical day rarely happens! There are new challenges and different areas to focus my attention on every day. Right now during harvest, my day starts before sunrise helping to prep our team for the day of picking ahead. My office is my truck and I spend a lot of my day driving from orchard to orchard to check on fruit, participating in phone calls to give harvest updates, and working with my team to make sure we are getting high-quality fruit off the tree, into the bin, and onto Stemilt.

Brianna: Did you grow up in farming or how did it become a career interest of yours?

Robin: I did not grow up in a farming family but knew from an early age that I wanted to do something around food. I'm obsessed with food. I love to eat, I love to cook, and I am still intrigued by the fact that a person like me can set out and then grow something. This led me to pursue a horticulture degree at Washington State University in Pullman, WA.

Brianna: You studied viticulture and enology in college in order to become a winemaker. How did this specialty translate to jobs after college?

Robin: I knew that I wanted food to be part of my life and went the winemaking route because I could be part of production, growing and making something. The wine industry was very interesting to a young person like myself, and emerging when I went into school, particularly in places like eastern Washington. The program was new to WSU and still small and so I had all my classes with the same people, including my now wife Susan. We are both left-handed which means there were few desks in class that work for taking notes, so we always sat in those front row desks and next to each other. Susan's family owns Stemilt and so she grew up working in the orchard. During college, we helped her dad (Kyle Mathison) with cherry harvest during the summer. We were married after graduating college, and then I had an opportunity to work for a winemaker in Paso Robles, CA. He had a unique approach to winemaking and it was an incredible learning experience.

Brianna: How did you arrive back at Stemilt?

Robin: I spent most of my time on the production side of making wine and very little in the field growing grapes. I wanted to spend more time farming and that led us back to Washington, and to Stemilt. We loved our time in California, but it's great to be back and closer to our family. I had an opportunity to train in Mattawa with our long-time area manager before eventually assuming his role when he retired. It's such a collaborative, team environment here and I'm constantly learning new things about growing great apples and cherries.



Brianna: What do you like to do in your free time?

Robin: Free time can be hard to find, especially during harvest, however cooking is my main hobby. My wife and I enjoy hiking and I also dabble in woodworking. I've been building a canoe for three years and one of these days I'll finish it!

Brianna: What's your favorite fruit to use while cooking?

Robin: Plantains. We traveled to Bolivia last year and every dish had fried plantains on it. I've been trying to replicate those meals ever since and find myself using plantains often.

Brianna: What are some of the most challenging aspects of your job?

Robin: There's really so much to learn about how to grow a variety of fruit and because I didn't grow up on a farm, I didn't have those experiences where it was transmitted to me at a young age. I'm lucky though that I get to interact with people that have been doing this for so long, and even though I haven't been farming as long, I don't feel at too much of a disadvantage from them because we are all constantly learning new things. Mother Nature is one of the biggest challenges in farming, as it seems like she's always throwing us a curveball.

Brianna: Who are some of your career role models?

Robin: I have a few! Kyle Mathison is certainly one. I admire how hard he works to get things that he wants to do done. He never sees barriers. The winemaker I worked for in California was a great influence. He had a simplistic approach to winemaking and taught me that sometimes those faults in a wine (things we see as issues) are actually really good things. I also enjoy chatting with Harold Ostenson (retired from Stemilt). He is so knowledgeable and always willing to teach.

Brianna: What's your favorite fruit to grow?

Robin: Believe it or not, it's a toss-up between cherries and Honeycrisp apples. Nothing is easy to grow and it's always rewarding to see a crop from start to finish. I love to eat cherries so naturally growing them is fun too. Honeycrisp is a challenge to grow and I love that it takes a lot of mind space to think through how you will do it. It's like a puzzle that you get to try and figure out.

Brianna: What is your favorite fruit to eat?

Robin: I love berries, grapes, and have eaten an apple every day for the past decade. SweetTango® apples are my favorite right now, although I bet that changes again in the near future as new ones come about.



DID YOU KNOW?

Beneficial insects are used in many Stemilt orchards as a way to naturally control pest populations. In apple orchards, ladybugs and green lacewing eggs are released in hopes that they feed on wooly apple aphids, a common apple pest.

The green lacewing eggs are glued to cards and hung near the spot that pests have been seen. The goal is for the lacewings to hatch and then feed on the wooly apple aphids. Ladybugs are dispersed evenly in the orchard to help naturally control the same target pest.

This is a great example of Stemilt's commitment to using IPM (integrated pest management) techniques in orchards through the company's long-standing sustainability program, Responsible Choice®.



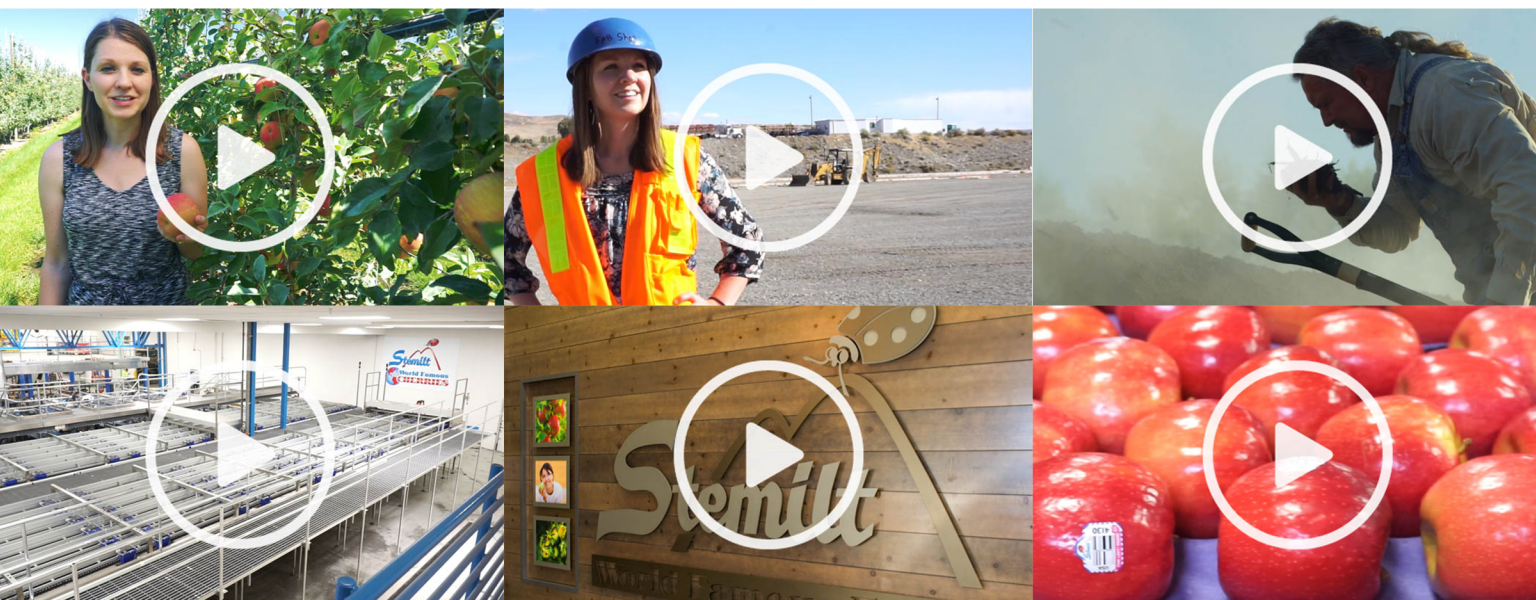


Subscribe Today!

Stay up-to-date on the latest happenings at Stemilt by subscribing to our 36 Seconds series. One to two times per month, we will email you a short video news update, giving you the first look of harvest, packing fruit, new projects, new products, and much more.

All in just :36 seconds.

stemilt.com/36



That's World Famous!

FARM TO FORK

Storytelling Through Brands



Stemilt's pears have always had a great story to tell. They are grown on the best pear grounds in the world by multi-generational family farmers, and are packed with quality and care in mind right in these famous pear districts. Three years ago, the company sought a way to better tell the farm to fork story of its pears to both retailers and the consumers who purchase the fruit. The Rushing Rivers™ pear brand was born, and today, the brand is helping share Stemilt's special pear story across the globe.

Since the inception of Rushing Rivers™ pears, Stemilt has seen the power that branding has in telling memorable stories to consumers. According to Stemilt marketing director Roger Pepperl, wrapping the story into a brand makes the product stand out in a crowded grocery store, while romancing the pear story to position the fruit as the gourmet fruit it is.



"Our pears come straight from the best two locales in the world, the Wenatchee River Valley and Entiat River Valley. The rivers and mountains surrounding orchards in these two locales provide pear trees with the right climate to grow premium, delicious fruit. By using the Rushing Rivers™ brand on packaging, merchandising displays, and in-store signage, we've been able to brand our pears, and share a piece of these incredible farming locations with consumers. These river valleys are for pears what the Napa Valley is for wine, and the Rushing Rivers™ brand helps convey that to consumers," said Pepperl.

The Rushing Rivers™ brand has found consumer appeal because of the fact that consumers are the ones wanting to know who grew their food. In fact, a FoodThink study in 2014 revealed that 65% of consumers want to know more about where their food comes from. Rushing Rivers™ is part of Stemilt's Farm to Fork line-up, a program designed to be transparent and share the story of where and how Stemilt fruits are grown.



To continue spreading the story of Rushing Rivers™ pears, Stemilt is introducing five and four-pound branded pouch bags for d'Anjou, Red d'Anjou, and Bosc pears. The grab-and-go bags are great for driving impulse purchases with consumers, and increasing the volume of pears sold to boost the category.

"Our new Rushing Rivers™ pouch bags come in a display ready carton and are ideal for in-and-out displays to coincide with pear promotions around bulk fruit," said Pepperl. "It's an easy way for retailers to merchandise pears and share the special Rushing Rivers™ pears story with shoppers."



CINNAMON PEAR PRESERVES

PREP TIME: 20-30 minutes

TOTAL TIME: 2 to 4 hours

LEVEL: Moderate

Makes five 1-pint jars

PEAR PRESERVES ARE EASY TO MAKE AND THE PERFECT TOAST TOPPER OR ADDITION TO HOLIDAY CHARCUTERIE BOARDS.

Ingredients

- 10 medium Barlett pears, peeled, cored, roughly chopped (about 10 cups chopped)
- 3-1/3 cups sugar
- 2 teaspoons cinnamon
- 2 teaspoons vanilla extract (or 1 vanilla bean)
- 1/3 cup fresh lemon juice
- 5 (8-ounce) half pint canning jars with lids and rings

Directions

1. Wash, peel, and roughly chop pears. As you're chopping the pears, keep a large bowl filled with water and lemon juice or fruit fresh to the side so that you can immediately add the pears. (This will keep the fruit from browning as you continue to peel and chop.)
2. Once you've prepared all of your fruit, drain the pears and measure them by the cup-full directly into a heavy-bottom pot. Use the 3:1 ratio so for every 3 cups of pears you add 1 cup of sugar. Add cinnamon and vanilla to the pears and stir until blended. Cover with a lid and let stand (on the countertop) overnight.
3. When you're ready to cook the pear mixture, stir in the lemon juice and bring the mixture to a boil. Do not cover the pot because you will want the steam/moisture to be released. Reduce the heat to medium and allow the pears to lightly boil for 1 1/2 to 4 hours or until reduced and consistency is thicker than applesauce. Make sure to stir often to prevent the preserves from sticking to the bottom of the pan.

Note: The cook time will vary based on the amount of pears you have, how ripe they were before cooking, etc. It took my 10 cups of ripe pears 2 hours to cook. In hindsight, I probably could have let them go another hour.

4. During the last 15-20 minutes of cooking, warm clean jars and lids in the oven at 225 degrees F for 10 minutes to sterilize.

Note: The Ball website says that it is no longer necessary to sterilize jars and lids before adding the preserves since they will sterilize during the last step of preserving. However, if you choose to forego the last step and eat your preserves immediately then step 6 isn't necessary. Since the jars need to be warm anyways to keep them from cracking when the hot preserves are added, I figured it doesn't hurt to sterilize them ahead (just in case...).

5. Ladle hot Cinnamon Pear Preserves into hot jars leaving 1/4-inch headspace. Remove air bubbles. Wipe rim with a clean cloth. Center the lid on the jars and apply the band until it is fingertip tight. (AKA use your hands to tighten and not a special tightening device.)
6. Process jars by boiling in water for 10 minutes. Jars must be covered with at least 1 inch of water. Remove jars and cool. Check lids for seal after 24 hours. Lids should not flex up and down when the center is pressed.

Note: There is a special rack that preserving aficionados use to process the jars. I just put a washcloth in the bottom of my stockpot to keep the jars from moving. You can also use a metal rack.





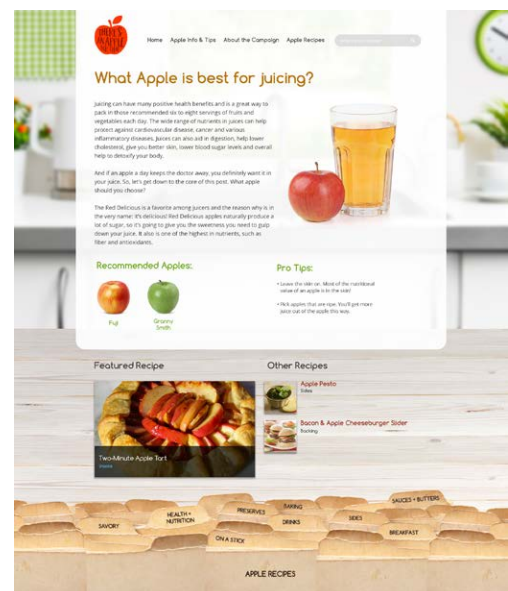
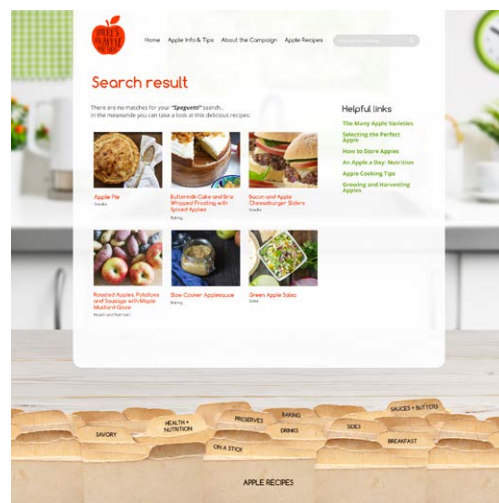
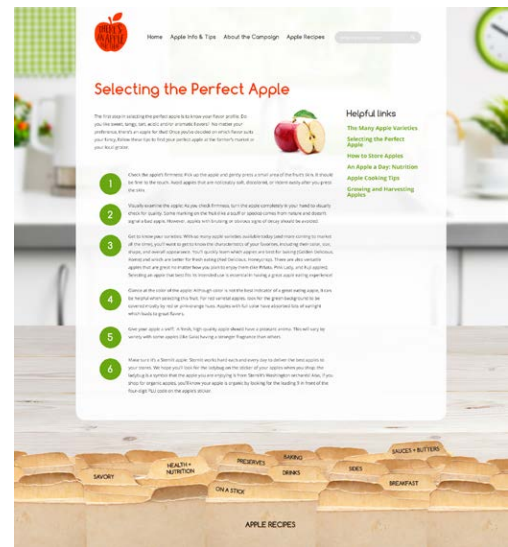
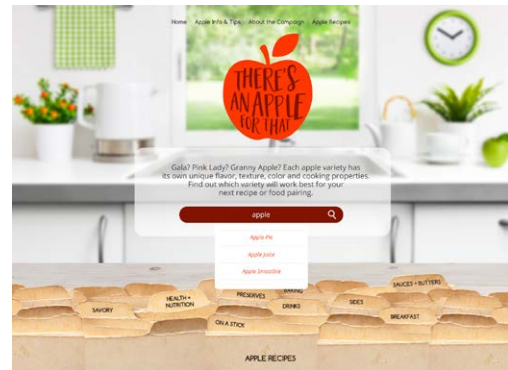


With so many apple varieties available in grocery stores these days, it can be difficult for consumers to go beyond that tried-and-true favorite apple and give something new or unique a go. Stemilt's new online resource – There's an Apple for That – is helping change that by informing consumers of the best apple variety to use for any given purpose, whether it be classic apple pie, juicing, or snacking. Available at appleforthat.stemilt.com, the fun and informative resource is also heading to stores via display bins, signage, and creative sampling events to help merchandise apples, all while boosting sales of this key category in the produce department.



Named after the clever Apple computer trademark “There’s an App for That,” Stemilt’s new online resource follows the same mantra that there is an apple for everything and intends to help consumers identify which apple is best for any given purpose. After landing on the site, a visitor is asked to share what they are making in a search field. The search tells the visitor what the best apple variety or varieties are for that particular recipe or food pairing. It also shares the reasoning behind that choice, as well as tips for making that particular recipe, and information about each recommended apple variety. Stemilt features nearly 20 apple varieties on the site, including the varieties it grows and other key varieties grown in the United States.

“We often get questions from consumers about what apple we would call the best for making pie, and so on,” said Brianna Shales, Stemilt communications manager. “We realized that we were getting these questions because there wasn’t information on which variety of apple to use for common apple recipes available on the web. As apple experts, we decided to change that and used our knowledge about the flavors, textures, and cooking properties of each apple variety to create a dynamic resource for recommending the best apple for any given purpose.”





Stemilt is promoting There's An Apple For That across its digital channels, through social media, and in partnerships with its growing community of food influencers. Now, There's An Apple For That is crossing over into promotions at the point-of-sale by reinventing traditional Apple of the Month promotions with creative signage, displays, and in-store sampling events designed to bring fun to the category, while also boosting sales of apple varieties during month-long promotions.

"We're reinventing the idea of Apple of the Month by featuring a variety or multiple varieties along with signage that tells them what that particular apple is best for. For instance, Fuji is the apple to eat when you have a sweet tooth, while Granny Smith is the apple that makes your mouth water. Tying into the flavor profiles of each apple in a fun way is a great way to help consumers differentiate each apple, and hopefully give a new apple a try," said Shales.



FUJI

The Apple For Your Sweet Tooth

- Sugary-sweet flavor that resembles fresh pressed apple juice
- Great for snacking, salads, and juicing

There's An Apple For That
Stemilt
LEARN MORE ABOUT APPLES:
AppleForThat.Stemilt.com



GOLDEN DELICIOUS

The Favorite Yellow Apple That Was Made For Baking

- Thin-skinned apple with a consistent sweet flavor
- Great for snacking, baking, and cooking

There's An Apple For That
Stemilt
LEARN MORE ABOUT APPLES:
AppleForThat.Stemilt.com



HONEYCRISP

The Apple With a Crunch That Everyone Raves About

- Juicy with a refreshing sweetness similar to fresh apple cider
- Great for snacking and salads

There's An Apple For That
Stemilt
LEARN MORE ABOUT APPLES:
AppleForThat.Stemilt.com

Stemilt has a pop-up display bin with There's An Apple For That graphics in order to build primary or secondary displays to merchandise apples. The company has POS signage available for each variety, and can conduct "Apple Concierge" sampling events, where a Stemilt expert comes to a store to sample apple varieties and answer any consumer questions about apples. The company also offers participating retailers with a toolkit for promoting There's An Apple For That on their own digital and social channels.

"We're very excited about our new apple merchandising program, There's An Apple For That, and focused on using the informative nature of the program to boost apple awareness among consumers, whether they are finding us in-store or online. It's a great way to build the next generation of apple fans, while also educating the person who bakes and cooks at home with apples about the best varieties to use in a dish," said Shales.

For more information about There's An Apple For That, visit: appleforthat.stemilt.com.



Inspiration Orchard™

★ —————

WHERE FLAVORS GROW



The apple varieties we know and love today are quickly evolving. New varieties, rootstocks, genetics, and horticultural practices are being discovered and implemented in orchards across the country, but no single grower or company is taking a more progressive approach to the future of apples than Stemilt Growers, and their leader, fifth generation farmer and president, West Mathison.



Since taking over the company helm from his grandfather back in 2005, West has been on a quest to bring new and flavorful apples to market. He is constantly seeking “the next Honeycrisp,” scrutinizing each selection from test orchard blocks to see if it has the qualities that will excite consumers into trial, and once they experience it, have the memorable flavors that will make them fans of that apple forever.

At the same time, West has modernized Stemilt’s orchards with high-density trees, the best rootstocks, and a variety mix that matches what consumers are craving now. New orchard plantings, like Stemilt’s Capstone Orchards in Mattawa, WA, will raise tomorrow’s star apples, and large-scale replanting and grafting projects are bringing new, high-color and high-flavor strains of consumer favorites, like Fuji, Honeycrisp, Pink Lady®, and Piñata® to the forefront of Stemilt’s apple mix.

West’s progressive vision for apples is now highlighted in a new program, called Inspiration Orchards™. This is a place – where flavors grow – because of an integration of the orchard locations, horticulture team, varieties, root stock, and more. Inspiration Orchard already has success stories, including Stemilt’s signature variety Piñata®, and the Honeycrisp successor Sweetango®, but many more are still being written.

“Stemilt is looking forward to introducing Rave™, a Honeycrisp-Enterprise cross that ripens and harvests in late July, to the market in August 2017,” said Mathison. “This is the third fantastic apple to be released by University of Minnesota and their renowned breeding program, and we are thrilled to be to exclusive grower-supplier of perhaps the juiciest apple you’ll ever eat.”

Though not new varieties at Stemilt, Fuji and Pink Lady® are two apples included in Stemilt’s Inspiration Orchard™ program. The company pioneered Pink Lady in Washington State by developing orchards in select, warm locations where it would thrive. The early adoption and experience growing this consumer favorite apple has made Stemilt’s Pink Lady program the industry’s best.

“Fuji is another focus area at Stemilt,” said Mathison. “Aztec is a new strain of Fuji that delivers the high color to help with the fact that people buy with their eyes, and an incredible flavor and eating experience. With Aztec, we are able to pick the apple at an optimum time to hit storage windows, allowing for consistent and high-quality year-round supply of Fuji.”

The consumer favorite Honeycrisp is also being elevated at Stemilt and the company will soon pack premium Honeycrisp apples in a Honeyhill™ branded box.

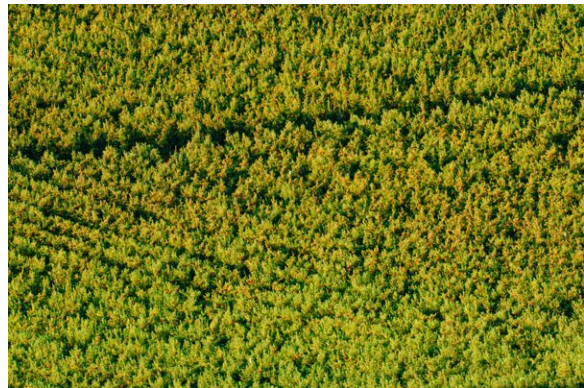
“We’ve invested in a new strain of Honeycrisp, called Royal, which allows us to pick late storage fruit with high color and good starch reserves. Consumers are going to be excited about the season extension of Honeycrisp, and our flavor-driven program will deliver on that excitement,” said Mathison.



Down the road, Stemilt will be among the first to take Cosmic Crisp™ apples to market. The Honeycrisp-Enterprise cross from Washington State University has an incredible texture and stores exceptionally well. Stemilt's first Cosmic Crisp™ apples will go to market in 2020.

With all of these new and exciting happenings coming to Stemilt's apple program in the future, it would be easy to take a pause and simply watch as everything came to fruition. However, the always-innovating West Mathison, won't be the one to let that happen.

"We have to keep dreaming," said Mathison. "There are more apples to be discovered, and I have no doubt that the flavor and eating experience for apples will continue to get better and better. Our Inspiration Orchard vision is not a destination, it's a journey and an endless one at that. It's exciting, challenging, and most importantly, will help us raise the bar for what consumers come to expect when biting into a Stemilt apple."



The NEW Stemilt.com

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Fruits and Roots

Apples

Apple Features

Pears

Pear Video

Meet Kyle

Featured Cherries

Summer Fruit

Summer Fruit Features

Mathison Family

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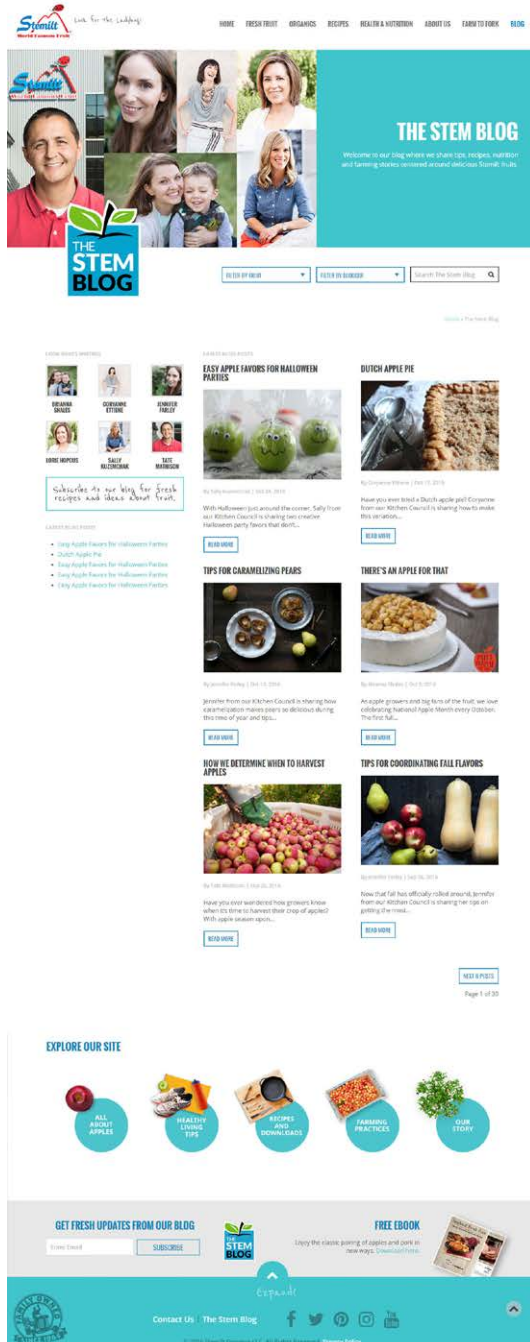
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Footer



Stemilt's fruit focused website, www.stemilt.com, recently revealed a brand new design. The new website features a clean, modern design and easy-to-navigate sections in order to increase consumer engagement and deliver accurate information about how Stemilt's fruits are grown, as well as inspiration for using them in new ways. The company's popular consumer blog about all things fruit, The Stem, is integrated into the website and follows a similar design aesthetic yet keeps the informal platform that blogs are known for.



Videos are a main feature on the website in order to tie visitors closer to the great locales that Stemilt farms fruits, as well as show various tips, how to's and recipes for fruit. The home page of the site invites visitors to explore the fruits that Stemilt grows and uses a magazine style for editorial in order to draw people into different areas of the fruit growing process.

"We're very excited about the look and feel of the new site, and especially how it's helping us achieve our goal of sharing the stories of where and how our fruits are grown with visitors," said Brianna Shales, Stemilt's communications manager. "Our website is purposefully rich with content and the new Stemilt.com does a great job of organizing the content and entices visitors to go deeper into the Stemilt fruits they came to find out about."



AT STEMILT, FRUIT IS OUR WORLD. COME EXPLORE.

We are a family of passionate fruit farmers who inspire and delight people through our delicious fruits and sustainable farming practices.

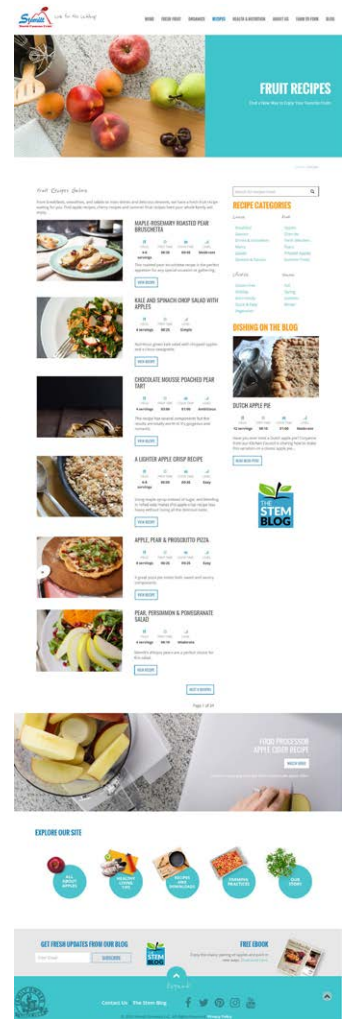


There are six main sections of the website, and The Stem blog is also part of the navigation to make it easy to access. The fresh fruit section shares the back story of each variety of fruit that Stemilt grows, as well as the stories of its branded products and programs, like Rushing Rivers™ pears, and A Half Mile Closer to the Moon™ cherries.

The organics section tells consumers how Stemilt's Artisan Organics™ fruits are grown and packed, and answers frequently asked questions about organic fruit, while the about us section shares the special story of how Stemilt came to be, as well as the family behind our fruits, the Mathisons. The health and nutrition section is a place for visitors to get research-based information about the health attributes of eating fresh fruit, and tips for including fruit in every eating occasion. The farm to fork section explains the fruit growing process and how Stemilt packs and delivers fruit fresh to grocery stores.

Stemilt has a large collection of fresh fruit recipes and that section allows visitors to navigate through them by fruit, course, season, and more. Stemilt produces recipe instructional videos in-house and will continue to add those to the site in the future. The recipe section also invites people over to The Stem blog to see the latest recipe created by one of Stemilt's Kitchen Council members.

“Our website focuses a lot on inspiring consumers to eat more of our delicious fruits,” said Shales. “The new generation of fruit shoppers is very food-focused and we want to be a source for recipes and information for them so that they recognize and look for our brand when they shop.”



The Stem blog, which has been sharing a new post weekly since April 2013, is a key way that Stemilt provides its web visitors and loyal fruit fans with fresh content. The blog covers all topics around fruit, from farming to recipes, tips, nutrition and more. Stemilt has an in-house team of “bloggers” and a three-member Kitchen Council, made up of food bloggers and a dietician. These food influencers create original content for The Stem based on in-season fruit.

“Our blog is a way for us to share our passion and personality at Stemilt, and give our biggest fruit fans ideas and tips for using our products in new ways. It’s a great traffic driver to our website, and has new content every week that helps us boost engagement on our website, and across our social channels,” said Shales.

Though made for consumers, the new Stemilt.com is also a great resource for produce retailers.

“Stemilt.com brings everything you’d want to know about apples, pears, cherries, and summer fruit into one place. It’s a great place to get fruit information, and most importantly, the story about what makes Stemilt fruit special in order to share that with shoppers in your store,” said Shales.

Explore the new Stemilt website at:
www.stemilt.com.



APPLE, KALE, CARROT & CABBAGE SALAD

PREP TIME: 20 minutes

TOTAL TIME: 25 minutes

LEVEL: Easy

Makes approximately 6 to 8 cups salad (4 servings)

THIS SALAD IS A MEAL IN ITSELF, OFFERING A WELCOMED BALANCE OF SWEET AND SAVORY NOTES, ALONG WITH A SATISFYING CRUNCH!

Ingredients

- 1 Stemilt apple, cored, stemmed, sliced into thin rings, halved
- 1 large carrot, peeled, trimmed, grated
- 3 radishes, trimmed, thinly sliced
- 5 to 6 large kale leaves, center rib removed, thinly sliced
- ½ small head red cabbage, cored, thinly sliced
- 2 green onions, trimmed, thinly sliced
- 2 tablespoons freshly squeezed lemon juice
- 2 tablespoons freshly squeezed orange juice
- 1 teaspoon honey
- 1 tablespoon champagne vinegar
- 1 tablespoon extra virgin olive oil
- pinch salt

Note: A mandoline slicer is recommended for prepping apples and radishes.

Directions

In a large bowl, combine apple, carrot, radish, kale, cabbage, and green onion (separate apple and radish slices by hand to evenly distribute). Set aside.

In a small bowl, whisk lemon juice, orange juice, honey, and champagne vinegar; until honey is dissolved. Add olive oil and salt and whisk until fully incorporated. Pour vinaigrette over salad and gently toss to combine. Serve immediately.

Nutritional Information (per serving):

Per Serving: Calories 122.2 (30.2% from fat); Fat 4.1g (sat 0.6g, poly 0.8g, mono 2.6g); Cholesterol 0.0mg; Sodium 74.5mg; Potassium 482.1mg; Carbohydrates 21.3g; Fiber 5.1g; Sugars 10.8g; Protein 3.4g.





Apple lovers now have a pack made with them in mind. Stemilt recently unveiled a full line-up of branded “The Apple Lover Pack” pouch bags in a 5lb. pound size that helps retailers drive volume sales to their category. The pack stands up and stands out on store displays, and is great for in-and-out promotions on apples.

“We are proud to have been the first to adopt pouch bag packaging for apples with our Lil Snappers™ kid-sized fruit brand. Now, we are taking the same idea of using packaging to market directly to apple fans with our line of Apple Lover pouch bags. It’s a great way to capture sales through a grab-and-go and convenient pouch bag pack,” said Stemilt marketing director Roger Pepperl.

Each Stemilt branded pouch bag in this line carries a bold Apple Lover symbol on it. Variety and usage information and a flavor profile is also included in order to educate consumers about apples and encourage trial of varieties that may be new to them. The Apple Lover pack is available in the following varieties: Gala, Fuji, Granny Smith, Red Delicious, and Golden Delicious. Stemilt’s signature apple variety, Piñata®, maintains its tropical styling on a 5lb. pouch bag pack, and Pink Lady® brand apples are in a bold pink bag, but both will carry the Apple Lover symbol in order to keep a consistent message going to consumers.

The Apple Lover packs will be packed in a 8/5lb. DRC with Stemilt’s Inspiration Orchard™ messaging on it. The natural colors used on the DRC helps the bold colors of the Apple Lover bags stand out, while the DRC itself makes this an item that moves through the distribution channel with ease, and can instantly be displayed in the produce department, or other key locations in the store.

The Apple Lover pouch bags are also a great product to tie-in with Stemilt’s new There’s An Apple For That merchandising program (see page 14). Given this year’s larger fruit size, these 5lb. pouch bag packs can help increase the average purchase size of apples and keep tonnage moving through the register. Bulk promotions will still be the focus of apple category promotions, but the larger Apple Lover pouch bag is a nice complement to those promotions, Pepperl said.





"Our Apple Lover pouch bag pack is an ideal product to bring in and sell out. It can be used during any holiday or event that happens throughout the winter and spring, and is a great way to encourage shoppers to put more apples than they typically would in the basket. With multiple varieties to choose from, retailers can find success bringing different varieties in and out in order to appeal to every apple lover's taste buds," said Pepperl.

For more information about the Apple Lover pouch bag program, [contact your Stemilt representative](#).





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SCENIC STOP

A view from our part of the world



HOW TO RIPEN PEARS

It's one of the most common consumer questions we get at Stemilt, and likely one that shoppers ask your produce department staff as they try to find that perfect pear at the store. How do you know when a pear is ripe and ready to eat?

The answer is far from short and simple, but knowledge that can help produce employees educate their shoppers about delicious pears, in hopes of getting more pears into the cart and boosting pear category sales. Pears are an untapped category ripe with opportunities to reach foodies and other curious consumers because of their snacking and culinary attributes. Be the pear expert and teach your shoppers how to pick out and determine when pears are ripe with these quick tips.

1. Color isn't everything. Many pears, including the popular Bartlett, change color when they are ripe, yet not every pear does. While color is an indicator of ripeness, it doesn't help as much when it comes to d'Anjou pears, one of the most popular winter varieties.

2. Refrigeration slows ripening. The best way to ripen pears after purchase is to place them in a brown paper bag at room temperature (not in the refrigerator). Cold temperatures slow down the ripening process. Like bananas and avocados, pears naturally release ethylene gas (a ripening hormone) as they ripen. Placing the pears in a paper bag keeps ethylene closer to the fruit and speeds up ripening. Add an ethylene-producing fruit (like a banana or avocado) to the bag to further speed up the process.

3. Check the neck to determine ripeness. To determine ripeness, hold the pear in the palm of your hand and then gently apply pressure into the neck of the pear with your thumb. Once the skin of the pear gives to pressure, it is ripe and ready to eat.



IN THE SPOTLIGHT

d'Anjou Pears



It's one of the 3,000 pear varieties grown worldwide, and certainly the most recognizable "winter" variety pear in grocery stores. Famous for its egg shape and bright green color that won't drastically change once ripe, d'Anjou pears are among the pear consumer's favorites. Available most months of the year, get the facts about this leading pear variety in order to boost your pear category this winter!

History: The story of how d'Anjou pears came to be is a bit of a mystery, yet historians believe this pear originated in Belgium in the 1800s. Adding to the confusion, the name d'Anjou comes from the Anjou region in France and means "of or from" Anjou. Col. Marshall P. Wilder brought the pear to his estate in Boston, MA back in 1842, and today, d'Anjou is one of the most popular winter pears around.

Flavor: Juicy with a sweet and brisk citrus flavor.

How to Use: Eat one alone as a snack, pair it with gourmet cheese, or use a trusted pear crisp recipe to bake with d'Anjou. This multi-purpose pear is ready for any recipe!

Fun Facts:

- Anjou is pronounced awn-JU.
- Red d'Anjou is a red sport of this variety and occurred as a natural mutation of the d'Anjou tree.
- D'Anjou pear puree has long been used for Jelly Belly's "Juicy Pear" flavor of jelly bean.

In Season: D'Anjou pears are harvested by Stemilt in September and early October, and thanks to its ability to maintain pressures and flavor in controlled atmosphere storage, is available from October through June. D'Anjou pears benefit from Stemilt's RipeRite™ ripened pear program in order to give shoppers ready-to-eat pears.

Where they are Grown: Stemilt's Rushing Rivers™ d'Anjou pears are grown in the two best pear locales in the world, the Wenatchee and Entiat River Valley. These parallel valleys are home to pear orchards and surrounded by alpine mountains (part of the Cascade Mountain range) and pristine rivers. Orchards stay cool in the heat of the summer and the mountains consistently bring air through the trees, allowing for large, beautiful, and delicious pears to grow each year.





Stemilt Creek Winery

We love our Wine Club Members!

Wine Club

Jan and Kyle Mathison reserve the very best of their wines and hospitality for the members of Stemilt Creek Winery Wine Club. Join us as a wine club member and celebrate the joy of fine wine, good friends, and passion for life! As a member for our wine club you receive the following:

- A generous 30% Savings on each Wine Club Release
- 6 bottles of wine shipped 2 times per year (Spring and Fall Wine Club Release)
- 20% off case purchases throughout the year
- 10% off wine purchases throughout the year
- Only wine club members can order from our Library Selection Wines
- Wine Club Members get first rights on available new releases
- Monthly Newsletter
- Invitation to Wine Club Party for Fall Release
- To sign up for the Stemilt Creek Winery Wine club contact:

winery@stemiltcreekwinery.com*

*Due to Shipping Laws, not all states are open for shipping wine.

Please contact us at winery@stemiltcreekwinery.com for availability in your state.



Pioneer Spirit

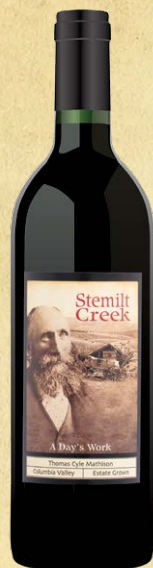
It is with great pride that we honor the pioneers who came before us through our wines at Stemilt Creek Winery. Our site-specific wines are harvested near the land planted in the late 1800's by homestead pioneer, Thomas Cyle Mathison. Jan Mathison, our winemaker, lovingly crafts the wines using grapes that Kyle Mathison grows on the same land that his family has cultivated for over a century. The wine-making style tends to build the wine with brawny tannins to shoulder earthy flavors evident in the unique terrain of Stemilt Hill, including the use of Kyle's World Famous Compost. Collectively, Stemilt Creek wines exude brawny characteristics consistently in a coherent full-bodied and lasting flavor much like the intriguing story of the Mathison family legacy.



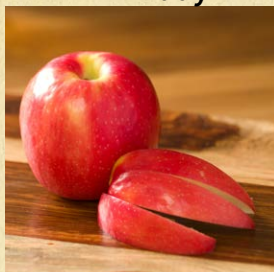
www.stemiltcreekwinery.com

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Pink Lady



Kasseri



Pink Lady apples are zippy with a dense skin, tart flavor, and effervescent finish.

Kasseri is slightly tart with subtle sweetness and olive-like flavor.

A Day's Work - Honors Scottish Pioneer, Thomas Cyle Mathison – A Day's Work's flavor, structure, and finish can be summed up in the powerful story behind homestead pioneer, Thomas Cyle Mathison. Seizing opportunity to own land, he declared in a strong Scottish accent, "That I cometh to this land with nothing but a days work in me hans." These mighty hands dug ditches, mined for gold, and ultimately planted the seeds for the one of the largest fruit companies in the world. His robust spirit harmonizes with the boldness of this Bordeaux style blend with sturdy structure and a black cherry finish!



d'Anjou



Brie



D'Anjou pears are juicy with a sweet brisk flavor and hint of citrus.

Brie is rich and creamy cheese with a slight sweetness that contrasts the earthy flavor of the edible rind.

Boss Lady – AJ Mathison - Spectacular spice balances with a mouthful of black-strap molasses which is held up by a mineral note resembling flint – this wine is dazzling. Full of electricity and pizzazz, it dances across the tongue for a long, satisfying finish sure to leave a lasting impression. Don't let all the fun fool you. AJ Mathison, known as Boss Lady, had a fiery fortitude and passion for family and the land. There is a serious side to this 2nd vintage of "Boss Lady" with sturdy tannins, toasted oak, and full flavor finish. Enjoy a sip and let your taste buds tango.



Honeycrisp



Provolone



Honeycrisp is juicy with a refreshing sweetness similar to fresh apple cider. Just like the name implies, Honeycrisp apples are crisp with a unique skin that fractures cleanly with each bite.

Provolone is a tangy cheese that grows sharper as it ages; occasional smoky taste.

Caring Passion – TK Mathison - Passionate. Caring. Focused. Anyone who ever met TK instantly recognized his genuine personality. He introduced himself with confident honesty and finesse – never hiding a thing - he never had to. He knew who he was. His crew and their families knew he cared about them as much as the work and the land. This 2nd vintage of "Caring Passion" resembles that trait, introducing itself with pure Merlot characteristics: soft tannins, ripe red cherry, coffee bean, and cassis with a hint of vanilla oak backing up the fruit. Just what a Merlot should be – comfortable – just like TK. Sit with it a while and enjoy.

WHAT'S NEW IN PRODUCE

SNAPCHAT AND INSTAGRAM STORIES



Snapchat is accounting for much of the buzz in the social media world these days, and rightfully so. The social platform surpassed 100 million users earlier this year with approximately 45% of those users falling in an important demographic for brands – 18-24 year-olds. These shoppers-of-tomorrow love platforms like Snapchat (and competitor Instagram Stories) because they aren't polished and the messages shared are short-lived (they disappear in 24 hours).

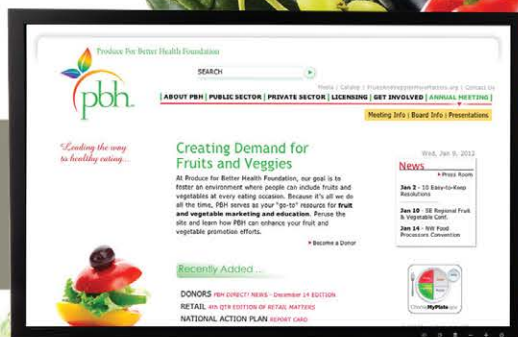
Many brands are diving head first into using both Snapchat and IG Stories in order to appeal to a new crowd. How can the produce department utilize these new platforms? Here are 5 tips for using these social platforms to tell your story and increase consumer engagement with your brand:

- 1. Be raw and unpolished.** Snapchat and IG Stories are all about authenticity and users don't expect your videos or photos to be edited. In fact, editing may turn them off of your brand.
- 2. Go behind-the-scenes.** The best way to showcase the personality of your brand, or produce department, is to take users behind-the-scenes with the team members that work hard to set your store apart. Show them those sights they don't always see – whether it's the quality control team testing produce when it arrives or all the work that goes into building a dynamic in-store display.
- 3. Show them what's fresh!** The produce department is the best place to promote how fresh the food in your store is. Share pictures of just-in-season or just-arrived fruits and veggies. Get bonus points on Snapchat by using emoji's to express your excitement over the big truck of pumpkins that just came in! It's one way to help make your brand feel less like a company and more like a friend.
- 4. Share an exclusive offer on Snapchat.** This might take some effort, but brands are having great success creating deals (coupons, rewards, contests, etc.) specifically for their Snapchat audience. Drive them into the store with a \$10 off grocery coupon, or if you sell groceries online, consider a limited-time only discount code.
- 5. Engage with your audience.** Looking at a new product to carry in your stores? Turn to Snapchat or Instagram Stories to ask your followers what they think of it! Hold a Q&A session around produce and reply to users individually as often as you can. This one-on-one engagement with your followers is how to turn them into brand enthusiasts.

Bountiful Resources



PBHFoundation.org



Free access to PBH's up-to-date
fruit & veggie marketing research

Free downloadable marketing toolkits

Sign-up for PBH's free fruit and vegetable
communications (*Recipe of the Week* and
Fruits & Veggies in the News)

Free social media tweets & posts

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PARTING SHOT

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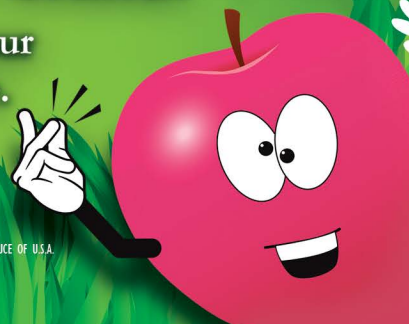
For additional information, please contact your
local Stemilt or Sunkist sales representative.

— APPLES, PEARS & CITRUS —



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