

What's The Story

Cosmic Crisp® WA 38 cv brand apples are a cross between Honeycrisp and Enterprise. They come to Stemilt after decades of development at Washington State University. Cosmic Crisp® is the dream apple with the perfect flavor and texture balance, longest storage, and natural resistance to browning.

When Are They Available?

December - October

PLU

Conventional
PLU #3507

Organic
PLU #93507



12/2LB POUCH

- Conv. UPC:
7 41839 35002 6
- Org. UPC:
7 41839 36002 5
- Ships in Euro DRC carton
- 60 per pallet
(5ti x 12hi)

9/3LB & 8/3LB POUCH

- Conv. UPC:
7 41839 35003 3
- Ships in Euro DRC carton
- 60 per pallet
(5ti x 12hi)

9/4LB POUCH

- Conv. UPC:
7 41839 00676 3
- Ships in DRC carton
- 40 per pallet
(5ti x 8hi)

8/5LB POUCH

- Conv. UPC:
7 41839 35005 7
- Ships in DRC carton
- 40 per pallet
(5ti x 8hi)



2 Color eDRC



2 Color Euro



2 Color Carton



A Cosmic Wave of Change

Cosmic Crisp® keeps growing in volume and category performance. It's evolving from a short-season club to a core variety that is available year-round. Consider these Nielsen data points from last season (December 2021 thru June 2022):

- #10** Apple by Sales (\$) Nationally (+2 positions from YAGO)
- #12** Apple by Volume (lbs.) Nationally (+1 position from YAGO)
- #9** Apple in the West Coast and **#10** Apple in the Midwest

Marketing Collateral

- POS: 11" x 7"
- Poster: 22" x 28"