Kissabel®

DARE TO TRY!

KISSABEL® I'M RED INSIDE

I'M RED INSIDE

Dare Your Shoppers To Try Something Unexpected This Halloween

STOP SHOPPERS IN THEIR TRACKS

This Halloween bring mystery and excitement to the produce aisle with **Kissabel® apples**—the rare apples that are **red on the inside.** With bold in-store signage, shoppers will be drawn in by curiosity…and converted by taste.

What Makes Kissabel® Apples So Unique?

- Naturally red or pink flesh inside – no artificial coloring
- Limited-time availability drives urgency and impulse purchases
- Ideal for fall entertaining or baking

Seasonal Availability

Early September – October

Dare to Try Merchandising Strategy

- Cut fruit samples to reveal the red interior
- Pair with pumpkins, gourds, and Halloween décor
- Cross-merchandise with caramel dip kits, charcuterie items, salad kits

Kissabel® Rouge (Red)

- **Flavor:** Juicy, sweet-tangy with berry notes
- **Appearance:** Deep red skin with bright red flesh

Kissabel® Jaune (Yellow)

- **Flavor:** Refreshing, vibrant tart taste
- **Appearance:** Yellow skin with pink-red flesh

Suggested POS Materials:

- 11” x 7” signs
- 22” x 28” posters

Stemilt World Famous Fruit