Kissabel®

AUTUMN OUTSIDE

UNEXPECTED INSIDE

KISSABEL® I'M RED INSIDE

I'M RED INSIDE

A Seasonal Opportunity: Kissabel® Apples

THE SURPRISE OF THE SEASON

In a sea of classic fall apples, **Kissabel® stands out**—offering shoppers a familiar favorite with an unexpected twist. Slice one open and reveal a **brilliant red or pink interior,** turning everyday fall moments into something memorable

Why Kissabel® for Fall?

- **Hidden red flesh** surprises and delights
- Perfect for **apple-picking, baking,** and fall **entertaining**
- Limited harvest creates **urgency and premium appeal**
- Elevates standard fall displays with something **new and share-worthy**

Seasonal Availability

Early September – October

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

Autumn Outside, Unexpected Inside Merchandising Strategy

- Cut fruit samples to reveal the red interior
- Pair with baking items like pre-made crusts or fall spices
- Pair with baked goods to inspire purchases

Stemilt World Famous Fruit