Reach for Exceptional™

Say Hello to Envy™ Apple

The ENVY™ apple combines exceptional sweetness, crisp texture, and premium appearance to deliver the eating experience shoppers seek. Its broad consumer appeal makes it a strong addition to any premium apple assortment.



Parentage: Braeburn x Royal Gala
Flavor: Exceptionally sweet with a balanced, approachable flavor profile that appeals to a broad range of consumers.
Shape & Color: Large, attractive apples featuring vibrant crimson-red coloring over a yellow background, delivering strong shelf presence and premium visual appeal.
Experience: Exceptionally sweet and crisp with a fresh aroma and slow-to-brown flesh ideal for sampling and fresh-cut applications.

Merchandising Opportunity

ENVY™ is positioned within the premium apple segment, providing produce departments with a differentiated offering that complements varieties like Honeycrisp and Cosmic Crisp®. Its broad appeal makes it an effective choice for core premium assortments, secondary displays, and promotional programs.

PLU

- SMALL PLU #3315
- GTIN #00741839033158331 5
- LARGE PLU #3616
- GTIN #00741839036166361 6







Availability

Year-round availability.

12/2lb. Pouch

- UPC: 7 41839 82802 0
- Ships in Euro DRC carton
- 60 per pallet (5ti x 12hi)

9/3lb. Pouch

- UPC: 7 41839 82803 7
- Ships in Euro DRC carton
- 60 per pallet (5ti x 12hi)

9/4lb. Pouch

- UPC: 7 41839 82804 4
- Ships in Euro DRC carton
- 40 per pallet (5ti x 8hi)

Carton

- 27lbs., open top to double as display piece
- 60 per pallet (5ti x 12hi)

Marketing Materials

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

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