



New Zealand's Premium, Limited Edition Apple

Shipping March to August

**An apple so sweet, crunchy and delicious it
will have your customers coming back for more.**

DIVA FACTS

Looking Good

- DIVA apples are bright and shiny and their stunning, rich red colour and naturally larger size draws the eye and attracts customer attention.

Tasting Great

- DIVA apples are higher Brix and sweeter tasting than rival varieties, with firm, dense flesh and a juicy, crispy bite.

Storing For Longer

- DIVA apples perform better for longer. Using SmartFresh and Controlled Atmosphere (CA), DIVA apples can be cool stored for longer, giving you flexibility and a longer marketing window.

Exclusive & Limited

- DIVA apples are exclusive to only a few suppliers, meaning volumes are limited and distribution is controlled.

Traceability You Can Trust

- DIVA apples are safe and 100% traceable back to source, meaning you can sell, market and promote this apple with 100% confidence.

Specially Selected Orchards

- DIVA apples are some of the best apples New Zealand has to offer because they are grown on orchards specially selected for access to cool ocean breezes, high quality soil and an abundance of summer sunshine hours.

Apples That Bring Customers Back for More

- "DIVA is the sweetest apple I have ever eaten. Just delicious!"
- "DIVA apples are incredible. Before I took a bite, I actually smelled it and it smelled like a real apple. The taste just rocked my world. Thanks for such a great apple."
- "The DIVA apple was more expensive than other apples...but it is worth every penny."



DIVA DETAILS

DIVA Colour Grades:

- PG (Premium Grade) 80%+
- XF (Xtra Fancy) 60% to 80%

Size Profile:

- From 50 - 150

Carton Formats:

- Z Pack
- 2 Layer Carton (50 - 60 count)



**If you are looking for a premium, sweet red apple
to compete with other high quality red apple brands
in your market...then DIVA is the apple for you.**

For more information, visit:
www.divaapples.com

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www.freshmax.co.nz



Every apple...our best apple™

www.mrapple.com