



Promotional Tools

Give customers a moment of pure, apple-eating pleasure...give them a DIVA moment.

Something magical happens
when you bite into a New Zealand DIVA apple.
One bite...and the world falls away. It's what we call a DIVA moment.

This season, retailers stocking DIVA apples can take advantage of DIVA's marketing materials. Premium looking, these materials will help drive sales and support DIVA's premium price position. If you are interested in promoting DIVA apples and giving your customer's a DIVA moment this year, contact your DIVA supplier for more information.

DIVA Promotional Tools

DIVA Point of Sale Signs

- Fully customisable to any size
- Available in English or Mandarin



DIVA In-Store Demonstration or Merchandising Stands

- Available in English or Mandarin



For more information, visit:
www.divaapples.com

* DIVA, DIVA ORGANIC™ and HAVE A DIVA MOMENT™ are registered trademarks.



DIVA Promotional Bunting



Consumer Packaging

- Consumer packaging can help you sell more DIVA apples and we can encourage retailers to develop DIVA packaging initiatives. For more information on the support DIVA apples can provide, please contact your DIVA supplier.



For more information, contact your Diva supplier:

Ben McLeod, Mr Apple NZ Ltd: ben.mcleod@mrapple.com or +64 6 873 1084

Greg Cassidy, Freshmax NZ Ltd: gcassidy@freshmax.co.nz or +64 6 879 9301

Heidi Stiefel, BOSTOCK New Zealand: heidis@bostock.nz or +64 21 336 791