

MARCH 2023



CAN YOU **CATAPULT**  
YOUR SALES?

**YES YOU**

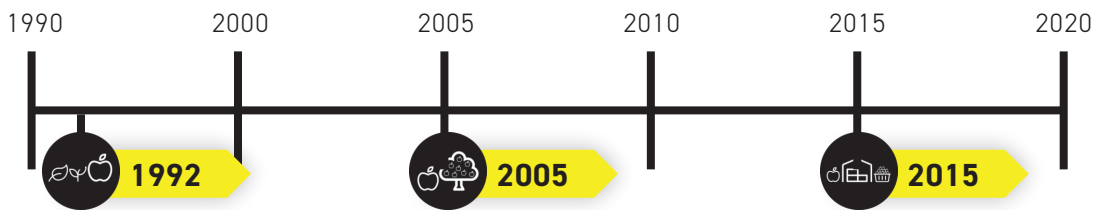


*sweet & tangy  
with intense flavor*



# FROM A CHANCE SEEDLING TO GLOBAL POPULARITY

## 1 HOW IT STARTED



Kanzi® variety is discovered: a natural cross between a Gala and a Braeburn with a unique, outstanding flavor.

After years of refinement, the first commercial Kanzi® crop is available in Europe.

Kanzi® first arrives to U.S. markets.

## 2 THE POWER OF AMPLIFIED SALES

Capitalize on this luxurious apple and **take your sales to the next level.** Kanzi®'s proven performance in markets is a testament to this apple's growing popularity and remarkable sales success.

OVER THE LAST 52 WEEK PERIOD, ENDING JANUARY 28...

45% INCREASE

59% VOLUME INCREASE

171% INCREASE



Kanzi® 2 lb. pouch bag sales grew by nearly 45%

Organic Kanzi® apple volume grew by 59%

CMI's Daisy Girl Organic™ Kanzi® grew in volume by 171%



**3 THE POWER OF INTENSE FLAVOR**
**#1 HIGH-FLAVOR APPLE**

Ranked #1 in the Barstool Sports taste test, Kanzi® beat 15 other popular apples in a blind lineup to uncover the best apple on Earth.

**#2 IN THE WORLD**

Since its arrival in European supermarkets in 2005, Kanzi® is now the second best-selling branded apple variety in the world, trailing Pink Lady.


**#1 FOODIE'S CHOICE**

Food enthusiasts regularly vote Kanzi® as the best-tasting apple in blind apple pie taste tests. The sweet, intensely tangy flavor and spectacular texture—which holds up when baked, and doesn't turn mushy like other apples—marks Kanzi® as a high-performing standout among competitors.


**SPACE TRAVELER!**

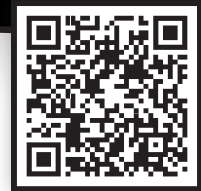
In 2017, Kanzi® launched into space as part of the SpaceX shuttle resupply mission to the International Space Station.


**JEWEL IN THE CROWN**

Kanzi® means 'hidden treasure' in Swahili, a name that celebrates the unexpected flavor and elevated eating experience.



WATCH KANZI®  
OUTSHINE THE COMPETITION!



## 4 THE POWER OF EXPOSURE

Kanzi®'s sensational flavor dazzles American consumers across the board with consistent high ratings and positive feedback, according to data gathered from **500 people** through an influencer mailout program. Kanzi® holds strong at a solid **4.56 rating** with **no negative reviews**.

**10K+**

TOTAL POSTS, SHARES,  
LIKES, COMMENTS  
& FOLLOWS

**48K+**

EARNED  
MEDIA VALUE

**4.56**  
RATING

**573K+**

SOCIAL IMPRESSIONS

**77%**

LIKELY TO  
PURCHASE  
AGAIN

**335+**

REVIEWS

**78%**

WOULD  
RECOMMEND

**87%**

SATISFIED  
WITH KANZI®



## 5 SHOPPERS ARE WILLING TO PAY MORE FOR KANZI®

Kanzi® commands one of the **highest retail prices** of **all branded apples** and outpaces inflation with a 10.2% gain over last year. It's one of only 5 branded apples with **retails over \$2.50 per pound**, joining other premium apples such as SugarBee® and Envy™.





**ALEX:** "Kanzi® is the king of apples. This is at least a 95. Honeycrisp can bow down to king Kanzi®."

**KING OF APPLES**

**PHEO:** "This apple really is that intense! Never have I been so blown away by the amount of flavor packed in an apple."

**FLAVOR PACKED**

**MARISSA:** "I've been alive 36 years and have only tolerated apples this entire time. Found Kanzi® at Central Market a couple of weeks ago and I'm undone. I will now drive 30+ minutes for just these apples."

**WILL DRIVE 30+ MINUTES FOR KANZI® APPLES**

**DIANNE:** "I just love these apples and will eat them every day as the flavors are awesome and skin isn't thick like some, and soooo juicy, absolutely delicious and won't buy anything else now, thanks for this beautiful piece of pure delight."

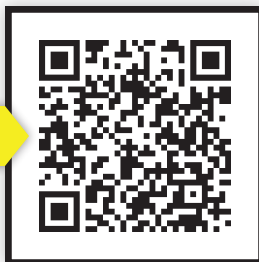
**WON'T BUY ANYTHING ELSE**



**90/100**  
APPLERANKINGS  
SCORE



SCAN TO VISIT APPLERANKINGS.COM



## 7 KANZI®'S GLOBAL GROWTH



110 million pounds annually



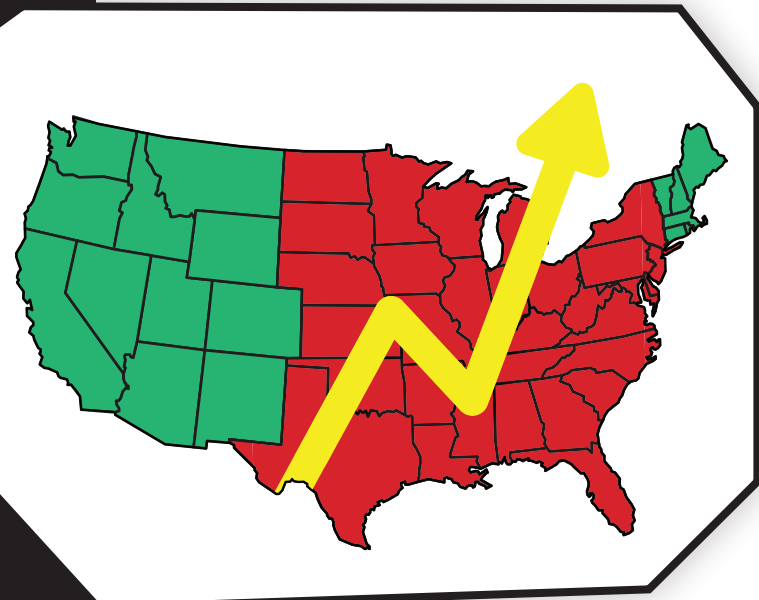
2,000 growers



5 continents & 12 countries



Kanzi® apples are grown exclusively by the Wade family of Columbia Fruit Packers, owners of CMI Orchards in Washington State, and sub-licensed to Applewood Fresh in Michigan. (Pictured above: Mike and Robin Wade.)



### Impressive performance in 19 states

- 57% increase in sales vs last year.
- Kanzi® held a premium pricing position in the New England Division\* for Q4 2022, selling at \$2.71 per lb. (\*ME, NH, VT, MA, CT, RI)
- Sales grew by 95% in the West Region\* for Q4. (\*AK, HI, WA, OR, CA, ID, NV, MT, WY, UT, CO, AZ)
- The Mountain Division\* saw 33% growth in dollars over the past 52 weeks. (\*ID, NV, MT, WY, UT, CO, AZ)



### Opportunity to grow in additional states



*Call to amplify  
your sales today!*

**(509) 663-1955**

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