



Ambrosia
GOLD®



BREAKING NEWS



CMI ORCHARDS' CATSTATS®
REPORT SHOWS AMBROSIA

OUTPERFORMS

ALL TOP 10 APPLES
IN SALES GROWTH

READ THE REPORT INSIDE

SALES RANKING



Ambrosia **sales increased** by a staggering 296.8% versus a year ago, the **highest percent change** of any apple in the Top 10.

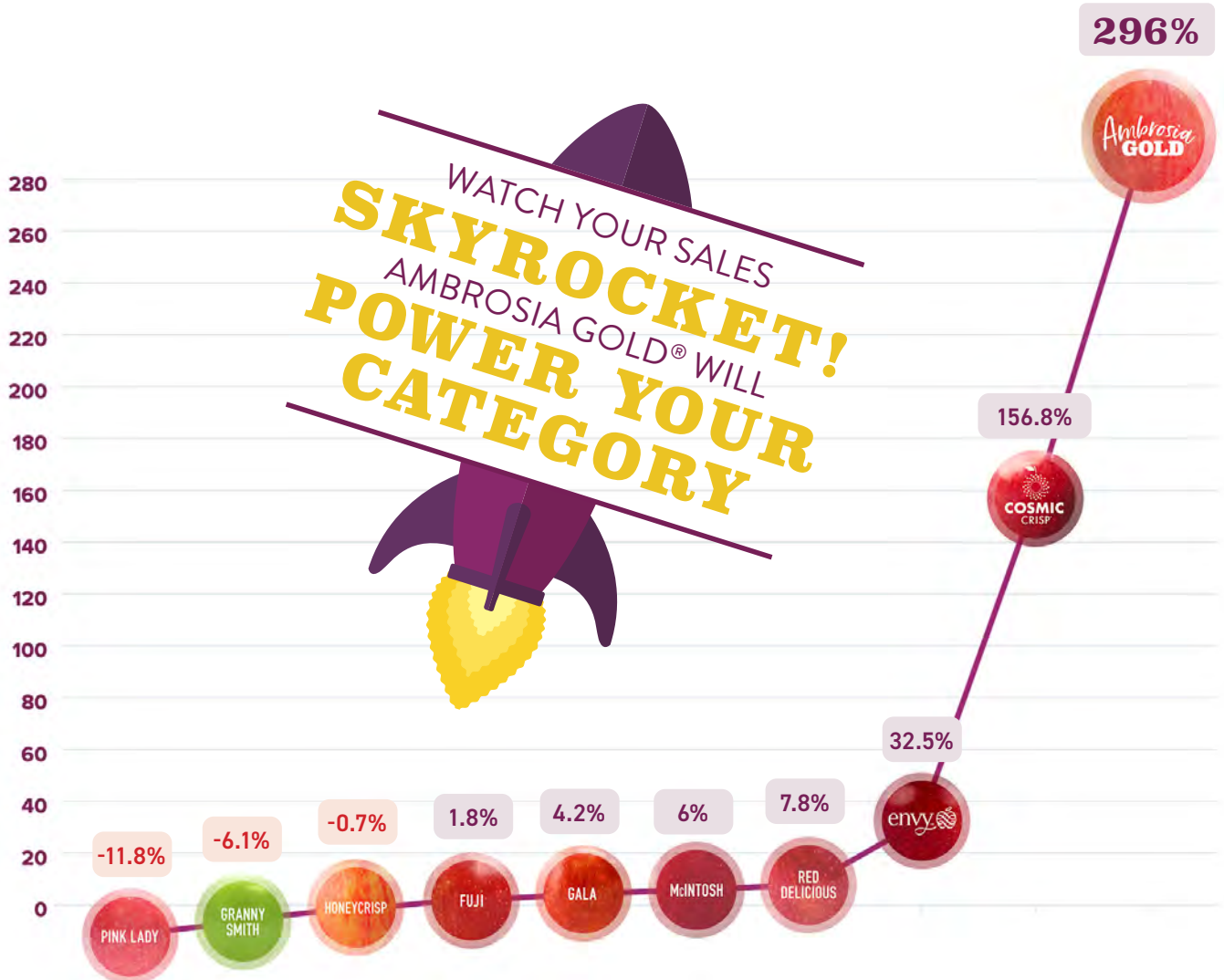


Ambrosia Gold® continues to hold its coveted spot within the **Top 3 branded apples** nationally, proving that its popularity over the last decade remains timeless and consistent.



Ambrosia ranked #9 of all **conventional and branded** apples in the USA in both **sales and volume**.

SALES PERFORMANCE



Per 4th quarter sales performance. CP Conduit/Nielsen, Total U.S. Latest 13 weeks ending 12-31-22.

CATEGORY DATA

YOUR SALES WILL SOAR WITH AMBROSIA GOLD®



- 32% Ambrosia Gold®
- 32% Private label (including CMI supply)
- 36% rest of market



- 50% carry Ambrosia Gold®
- 50% carry Ambrosia



- 33% Ambrosia Gold®
- 32% Private label (including CMI supply)
- 35% rest of market

Data based on Nielsen 52 week period ending 12/3/22.

BEST-IN-CLASS RETAILERS

THE AMBROSIA ADVANTAGE

Best-in-class retailers recognize Ambrosia as a **must-have** and **make room** on the shelf for this **top-performing** apple by reducing repetitive core variety SKU's. Reap the benefits of strong sales and satisfied customers with this high-velocity sales apple.





Ambrosia GOLD®



THE McDOUGALL FAMILY

2022 GOOD FRUIT GROWERS OF THE YEAR

THE ARCHITECTS OF AMBROSIA

DECADES OF HARD WORK DEVOTED BY THE McDOUGALL FAMILY GAVE RISE TO AN APPLE WITH EVERLASTING APPEAL

THE McDOUGALL DIFFERENCE

Their perseverance and drive helped them establish the gold standard for phenomenal Ambrosia apples. Ambrosia Gold® is the cream of the crop.



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CONTACT YOUR CMI SALES REP TODAY!

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