



## CATEGORY LEADERS DECEMBER REPORT

The apple category is soaring to new heights fueled by changes to consumer buying behavior, an uptick in health-conscious food purchases and demand for premium quality, high-flavor assortment.

With the largest selection of conventional and organics, branded apples and core favorites, in addition to exciting projects and packaging innovations, CMI has you covered.

Dive in to CMI's December report for highlights from Nielsen Answers®, 52 weeks through 11/27/21.



# HONEYCRISP



## HIGHLIGHTS

#1 apple sales in U.S.A.

8% sales growth

1.5% volume increase

## SELLING POINTS

- **Leading the category!** Honeycrisp maintains the number one spot for all apple sales in the USA with 8.09% growth.
- Minimal volume increase (1.48%), reflecting strong retail pricing holding steady.
- There's no doubt about it: shoppers adore Honeycrisp. As America's best-selling apple variety, retailers can drive down entire category sales by deep discounting. The data shows that customers who buy Honeycrisp are less price sensitive.

Source: Nielsen Answers®, Total US data, latest 52 weeks through 11/27/21.

## HIGHLIGHTS

- #2 branded apple sales in U.S.A.
- #9 overall position for branded and core apple sales
- 20% sales growth

## SELLING POINTS

- **Consistent performer!** Ambrosia is a mainstay on apple displays across America and continues to hold appeal with its consistently impressive and delightful honey flavor.
- Ambrosia holds the 9<sup>th</sup> overall position for all apple sales, branded and core varieties.
- **Ambrosia has the highest volume** of any branded apple.
- Ambrosia sales up almost 20% (19.68%).
- Volume is slightly up over last year.
- CMI's Ambrosia Gold® apples set the gold standard for Ambrosia, a legacy perfected by owner growers, McDougall and Sons in Wenatchee, WA.

Source: Nielsen Answers®, Total US data, latest 52 weeks through 11/27/21.



## HIGHLIGHTS

- #1 branded apple sales in U.S.A.
- #7 w position for branded and core apple sales
- 51% distribution across U.S.A.
- 21% sales growth

## SELLING POINTS

- Envy™ holds the number 1 position for all branded apple sales in the USA.
- **Soaring to new heights!** Envy™ climbed to the 7th overall position for all apple sales for branded and core varieties.
- Success fueled by prominent national marketing campaigns in partnership with Hallmark. An exciting new campaign will be announced in the new year so stay tuned for the big reveal!
- **Wider distribution than any other branded apple!** Envy™ has 51.1% distribution across the U.S. showing its continuing to grow in popularity, and is now a household name.
- Sales growth an outstanding 21.1% for the period.

Source: Nielsen Answers®, Total US data, latest 52 weeks through 11/27/21.



## HIGHLIGHTS

- #3** branded apple sales in U.S.A.
- #11** overall position for branded and core apple sales
- 32%** distribution across U.S.A.
- 250%** sales growth

## SELLING POINTS

- **Rapid rise to success!** Cosmic Crisp®'s unprecedented and rapid growth is fueled by the backing of the Washington apple industry.
- Cosmic Crisp® holds the 11<sup>th</sup> overall position for all apple sales, branded and core varieties. This is remarkable considering the branded apple has only been on the market since 2019.
- Cosmic Crisp® is now the 3<sup>rd</sup> ranking branded apple in US apple sales, driven by high retail pricing.
- Cosmic Crisp® sales more than tripled (249.5%).
- Cosmic Crisp® is already distributed to 32% of American grocery stores.

Source: Nielsen Answers®, Total US data, latest 52 weeks through 11/27/21.



## HIGHLIGHTS

35% retail pricing increase

\$2<sup>37</sup> price per pound

## SELLING POINTS

- **Kanzi® is a category builder.** Shoppers are willing to pay more for Kanzi®.
- Over the past 52 weeks, Kanzi® apples led the branded apple category with the highest percentage increase in average retail pricing, jumping an astonishing 35.5% to \$2.37/pound.
- Discovered in Belgium, Kanzi® apples are now grown by CMI Orchards in Washington State, and sub-licensed to Applewood Orchards in Michigan.

Source: Nielsen Answers®, Total US data, latest 52 weeks through 11/27/21.

## HIGHLIGHTS

**#9** overall position for all branded apple sales

**7%** average retail pricing increase

**\$2<sup>04</sup>** price per pound

## SELLING POINTS

- **Steady performance with growth in pricing!** KIKU® is holding steady as one of America's top-selling branded apples.
- KIKU® holds the #9 position for all branded apples, with a 6.8% increase in average retail pricing over the past 52 weeks (\$2.04).
- Discovered in Italy, KIKU® apples are now grown by CMI Orchards in Washington State, and sub-licensed to Applewood Orchards in Michigan and Rice Fruit Company in Pennsylvania, to increase regional distribution.

