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Honeybear Brands announces conventional and organic packaging extensions

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Honeybear Brands, a leading grower and developer of premium apple varieties, is continually evolving its offering to meet consumer demands and preferences. Based on these consumer preferences, the company is announcing two new packaging programs.



Honeybear has experienced great success with its two-pound Honey Cubbie pouch as the market leading Honeycrisp package. As an extension of this success, Cubbie pouches will be available in three-pound packages for Gala, Fuji, Granny Smith, Pink Lady and Pazazz™ varieties. In response to the growing consumer appetite for these high graphic packages, Honeybear is also updating its organic pouch program which compliments the continued expansion of all its organic offerings. Consumers will now be able to choose from their favorite varieties (Honeycrisp, Gala, Fuji, Pink Lady and Granny Smith) grown organically and available in two-pound pouches.

“Our business continues to grow, and the introduction of these graphic kid-friendly pouches provides consumers a recognizable brand they can associate with Honeybear quality apples,” said Kristi Harris, brand manager for Honeybear. “Our goal is for consumers to experience premium flavors inside the bright packaging and be assured that only the best apples available get to wear the bear label.”

Organic Expansion

According to data from the Organic Food Association, United States organic food sales increased an



average of 8.8 percent annually from 2014 to 2018.

“Consumer choices are continually evolving,” said Don Roper, vice president of sales and marketing at Honeybear. “We have been matching the organic trend by transitioning orchards into organic production for many years. It’s an important part of our mix and not just here in the United States. We have the largest planting of organic Honeycrisp in the southern hemisphere. We are growing, packing and shipping premium organic varieties from the best apple producing regions in North and South America providing our retail partners with year-round supply assurance of fresh apples and pears.”

Honeybear, the pioneer of Honeycrisp in Washington state, has more than forty years of experience growing apples around the world. The new packaging and organic expansion comes after another successful year for the company with expanded acreage and record sales for Pazazz, star of the Honeybear varietal development program. The company grows, picks, packs and delivers premium varieties and customer favorites to major retail banners across North America and offers best-in-class support and supply chain management for every customer from orchard to store.

For more information about Honeybear, visit www.honeybearbrands.com.

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