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Autumn Glory apple season begins

October 8, 2020

The leaves in Central Washington state are turning to gold, announcing Autumn Glory® apple harvest. The flavors of caramel and cinnamon burst forth with each crisp, juicy bite.

Dave Gleason, horticulturist and proprietary variety developer, personally tastes apples from every orchard block, approving that the flavor is just right for harvest. “The caramel, sweet, and cinnamon notes are very prominent this year,” Gleason recalled. “We were tasting the flavors even earlier this year, a sign that we have a great crop headed our way.”

Superfresh Growers plans on nationwide programs, as well as exporting to Asia, Canada, Mexico, and the Middle East. “Autumn Glory apple now has an international presence, and worldwide

consumers are following American trends of anticipating fall as the beginning of Autumn Glory apple season,” described Jeff Webb, director of international business.

Autumn Glory apple will be supported with a full marketing program. “The momentum around Autumn Glory apple continues to build every year,” described Catherine Gipe-Stewart, communication manager. The campaign will continue to launch off of 2019 marketing momentum where it received placement in *Thrive Magazine*, *Country Living* online, and *Men’s Health*.

Superfresh Growers® owns the Autumn Glory apple and holds the exclusive worldwide rights to grow and sell this unique apple variety. Autumn Glory apples have a very sweet, firm flesh with hints of cinnamon and subtle notes of caramel. The apple will be available this season from October through June, but as volumes increase, the apple will be available year-round. Superfresh Growers is a fifth-generation family-owned company dedicated to delivering flavorful, high-quality apples, pears, cherries, apricots, blueberries, and kiwi berries to families around the world.

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