
- Advertisement -

Opal apples make consumers Crave the Crunch

October 15, 2020

FirstFruits Marketing announced the launch of another Opal apple season. Opals are a naturally non-browning apple with unique flavor and have a distinct crunchy texture making it a yellow apple with a crispy bite. This year, retailers can look forward to new campaign, including new in-store marketing, signage, bins and social media tool kit all inviting consumers to “Crave the Crunch.”

Retailers can also look forward to a new Opal Crunch Crate launching later this fall, which is made of recyclable materials that will hold smaller size apples, making them perfect for kids snacking at home or on the go.

FirstFruits is also excited to continue its partnership with Opal brand ambassador Cynthia Sass. Last

year, Sass developed several healthy recipes using Opal apples and was featured on over 25 radio and TV interviews by participating in a satellite media tour to discuss the features and health benefits of Opal apples reaching a total audience of 104.7 million nationwide.

“We’re looking forward to this Opal season and are thrilled to continue our partnership with Cynthia,” said Joe Vargas, marketing director of FirstFruits Marketing. “With her expansive knowledge of health benefits of apples along with her love of Opals, she’s the perfect person to be our brand ambassador.”

Opal apples will be back in stores starting the week of Oct. 19 and be available through late spring.

[Print](#)