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Flavogram promotes kaleidoscope of diversity in apple category

By

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February 22, 2021

CMI Orchards has something new to inform shoppers and boost retail apple sales in 2021. Apples have traditionally been presented to consumers in relatively simple terms, but with so many new varieties on the market a more robust vernacular has been overdue. “We’ve taken what has

historically been a one dimensional approach and increased the breadth and depth with which we describe and compare apple varieties,” said Rochelle Bohm, brand manager for CMI Orchards.



Taking a cue from the wine industry, which has long described wines based on the flavor experience from start to finish, the team at CMI has developed Flavogram to compare apples to apples and make consumer education easier than ever before. “We tried to take it to the next level,” said Bohm. “Each apple has its own uniquely colored bar that describes the flavor journey, how the initial impact is on your tastebuds and how the flavor changes from the beginning to the end of each bite.”

Apples are much more than simply sweet or tart. Bohm said each apple delivers a special experience, combining sugars, acids, lightness, density, aromas and flavors. Flavogram helps identify the unique flavor experience for each apple, from first bite to that finishing flavor that lingers on your taste buds.

“So take Kanzi — when you first bite into it it’s intensely tart and yet it finishes with a sweetness at the end,” said Bohm. “This is reflected in Kanzi’s Flavogram color bar.” This color-coded flavor journey makes it easy for consumers to identify the flavors they enjoy in an apple like Kanzi and then identify other apples that possess those similar attributes, perhaps at a different point in their respective flavor journey. In other words, Flavogram helps to increase incremental sales across the category.

“We want to partner with retailers to help them build an in-store signage experience, and to help them build their online shopping platform by getting info into the hands of customers,” said Bohm. “In a market increasingly saturated with produce, shoppers need easy access to information, otherwise they will only buy what they know.

“So to capture incremental sales and drive value in the category we need to find ways to get shoppers to try something new and understand what they’re buying,” said Bohm. CMI’s Flavogram offers an immersive promotional experience, including customizable in-store signage, digital info tiles for online promotions, and training sessions to educate staff on how to promote CMI’s myriad apple varieties to customers.

CMI Orchards has the most branded apples of any shipper in the United States. Depending on the month, the company boasts five to seven of the top 10 branded apples in the U.S. Retailers are encouraged to visit [Flavogram.com](https://www.flavogram.com) for more information on this dynamic new program.

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