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Spooky news for Jazz apples

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It will be more tasty treats — without the tricks — this Halloween as Jazz apples ramps up its successful "it's Boo Time!" campaign.

Audrey Desnoyers, [Oppy](#)'s director of business development and key account management, said Halloween is the perfect time to get the family together and enjoy Jazz apples.

"Halloween is a fun, colourful holiday, to tie into promotions at a time that coincides with our fresh Washington Jazz harvest — it's a fantastic time to enjoy Jazz apples," said Desnoyers.

"It's Boo Time! campaign returns for its third season, due to its massive popularity," said Desnoyers. "It's a great reason to build big, creative — and even spooky! — displays that spark the imagination and prompt shoppers to enjoy Jazz with the family."

With their naturally small, snackable size and refreshing tangy-sweet balanced flavor, Jazz apples are the perfect snack for any occasion.

The integrated marketing campaign includes new recipes, a dedicated microsite, as well as thematic eye-catching packaging and point of sale highlighting Jazz Halloween apple characters.

The campaign will start at the beginning of October in retail stores and online. Check [it'sBooTime](#)

Jazz is marketed by CMI Orchards, Rainier Fruit Co. and Oppy.

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