

Yes! Apples®

**Sweetening
life one apple
at a time.**



- Advertisement -

Yes! Apples championing EverCrisp at NY Produce Show

By

Keith Loria

November 29, 2022

[Yes! Apples](#), the consumer-first apple brand from New York Apple Sales, puts apples at the forefront of the produce industry. This year, the brand has big plans for the New York Produce Show & Conference.

“The team is excited to head down to New York City for another great show,” said Tenley Fitzgerald, vice president of marketing for Yes! Apples.

“We will attend the opening cocktail reception, the keynote breakfast, and the trade show. As with all the shows we attend, each is uniquely valuable due to its location and the regional buyers it attracts.”

As a proud New York-based company, New York Apple Sales appreciates the opportunity to meet with buyers and colleagues in its own state and region and spread the word about Yes! Apples.

“The New York Produce Show is a great size show, too, and offers an intimate setting and experience for exhibitors and attendees,” Fitzgerald said. “As the show grows in popularity and attendance, we’ve also welcomed some buyers from outside the metro area, and it’s great to welcome them to New York.”

Yes! Apples will be in booth No. 527, where it will showcase its assortment, highlighting varieties like SweeTango, SnapDragon, EverCrisp, and RubyFrost.

“We are especially excited to share EverCrisp,” Fitzgerald said. “With Honeycrisp and Fuji as its parents, EverCrisp is the best of both apples. It may not be the prettiest apple in the bunch, but once consumers look past its peel and take a bite, they will be hooked.”

Yes! Apples is the local choice for apples in New York and the East Coast. As the global community aims to tamp emissions and reduce its carbon footprint, reducing food miles is a way for customers to make an impact.

“In addition, New York grows more apple varieties than any other state in the country,” Fitzgerald said. “When you bite into a Yes! apple, you’re getting a sweet taste of these regions: Orleans County, Wayne County, Central New York, Upper Hudson Valley, Lower Hudson Valley, and Champlain Valley.”

Growing and supporting New York apples, the company is close to key Tri-State markets. As a result, it can have apples to customers in the area within 24 hours — apples that are freshly packed to order.

“Working with growers throughout the state also means we provide a surety of supply to our retail partners and can meet the needs of retailer demand throughout the entire season,” Fitzgerald said.

“Yes! Apples delivers flavorful solutions. Grown across New York by the best farmers we know, Yes! Apples are great-tasting apples consumers can feel good about.”

With more than 100 years of apple expertise at its core, retailers can trust that every delicious bite is rooted in quality — from the growers’ commitment to the land to the company’s commitment to retail support.

“It’s this passion for quality that allows us to grow apples consumers will crave and create premier solutions that drive sales,” Fitzgerald said. “We are driving traffic to stores and increasing the volume and velocity of apple consumption through our marketing levers and toolkits.”

These include its updated website, social media, influencer engagement, PR, events, out-of-home, brand partnerships, shopper marketing, thought leadership and sponsorships.

“We want to connect with retailers to share our consumer research and strategy on how we can partner together to further these efforts at their stores,” Fitzgerald said.

New York Apple Sales has been exhibiting at the show since the inception of the show and this year in attendance will be Fitzgerald, plus John Cushing, senior vice president, and Michael Harwood, sales representative.

“Face-to-face customer interaction is invaluable, especially in a smaller footprint show,” Fitzgerald said. “Because it’s a more intimate group of exhibitors and attendees, we have more time to interact with customers, and retailers can walk the show’s entire floor.”

[Keith Loria](#)

About Keith Loria |

A graduate of the University of Miami, Keith Loria is a D.C.-based award-winning journalist who has been writing for major publications for close to 20 years on topics as diverse as real estate, food and sports. He started his career with the Associated Press and has held high editorial positions at magazines aimed at healthcare, sports and technology. When not busy writing, he can be found enjoying time with his wife, Patricia, and two daughters, Jordan and Cassidy.

[Print](#)