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**NYAA launches Appletizers and something for Santa**

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By

Keith Loria

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The [New York Apple Association](#) is showcasing Appletizer ideas on its social media platforms — just in time for the holidays.

“Appletizers are the perfect way to celebrate the holiday season, whether you are hosting a party for friends or a Christmas dinner,” said Cynthia Haskins, president and CEO of the NYAA. “We are taking cross-merchandising to a new level this holiday season. We are encouraging retailers to build large displays of New York apples along with simple, easy-to-grab-and-go pairing ideas for the holiday season.”

NYAA shared that cross-merchandising ideas can be as simple as pairing apples with apple cider and creating signage to remind consumers to leave out apple slices and a warm cider for Santa. NYAA also offered ideas like pairing apples with cheeses, nuts, and chocolate or caramel.

New York has an apple for every occasion and taste, with more than 25 commercial varieties grown on family farms.

“Apples are a perfect healthy snack while decorating the Christmas tree or hand-decorating the wreath for the front door; New York Appletizers want consumers to need to kick off the holiday season,” Haskins said.

NYAA recently wrapped a photo shoot in its new kitchen studio. Many of the photos show ideas for the holidays.

“Appletizers and information about many of our New York apple varieties are part of our social media content calendar for December,” said Tony Mikiciuk, designer and social media manager for NYAA. “We are also targeting marketing ads to specific markets to give consumers Appletizer and charcuterie ideas.”

The NYAA also rounded up plenty of crowd-pleasing favorites, seasonal hors d’oeuvres, finger foods, and cheese and fruit board for its social media campaign for December.

“We showcase the recipes and plated appletizers on charcuterie boards to show consumers just how easy it is to assemble,” Haskins said.

The NYAA is wrapping up two consumer sweepstakes, one giving away an apple pie kit and another giving away a charcuterie board, and another at the heels that will be announced at the beginning of the year.

NYAA shares with retailers that New York apples make a perfect Christmas gift, whether placed in a

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basket or a mixing bowl filled with all the trappings for a great apple crisp recipe.

Thankfully, the association has several resources for recipes, merchandising solutions, and digital marketing programs. The NYAA has more than 294 recipes on its website, many perfect for the holidays.

“This year, we are working closely with our retail partners on tailored social media content, photography, video assets, merchandising units, and more,” Haskins said.

NYAA encourages retailers to ensure in-store signage marks the apple variety and where the apples are grown.

Movement for New York apples has been strong this year and NYAA reports that retail partners have been taking advantage of their display shippers and collateral. Nearly 200,000 collateral materials have been shipped out already this year.

NYAA is also promoting New York apples by sharing its award-winning commercial through streaming and social media.

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## 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.

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