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Honeybear Marketing's late-season Pazazz apple is up in volume

By

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In what is expected to be a down crop overall for Washington state, the [Honeybear Brands](#) premium variety Pazazz is up in volume and quality. “We have a nice crop of Pazazz coming along, our largest crop yet,” said Don Roper, vice president of sales and marketing at Honeybear Brands.

Honeybear Brands' young plantings out of Washington account for the uptick in yield. “Pazazz is hitting its matured stride, where it’s gained good acceptance at retail and at the national level,” Roper said. He expects consumers to become more acquainted with the premium branded apple as Pazazz is expected to have national scope and scale this year, with commitments secured in every major U.S. trade area.

As for promotional strategy and support, Roper said, “It’s already a great product, but making sure you have the right point of sale and digital strategies in place for support is just as important — Pazazz has a robust program behind it.”

Kristi Harris, brand manager at Honeybear Brands, said, “We have a multipronged marketing plan to drive Pazazz sales. This program includes targeting shoppers within a five-mile radius of stores where Pazazz can be found through social media, influencers, podcast sponsorships, a celebrity chef and a partnership with the American Institute for Cancer Research.” The company’s backing of Pazazz has the goal to create awareness, interest and affection, so shoppers are moved to purchase while elevating the health benefits of Pazazz.

The campaign rolled out in November and will see a significant boost in promotion this February through partnerships with the American Institute for Cancer Research and celebrity chef and cancer survivor Elle Simone. These partnerships promote Pazazz apples as part of a healthy diet to reduce the risk of certain cancers. Harris said, “The national campaign will generate millions of impressions.”

The Honeybear Pazazz apple is a late-season variety known for its snap-crunch, complex flavors and extended storage capabilities. Regarding timing, “Pazazz really hits its peak eating performance as we head into January, February and March,” said Roper.

The time in storage benefits Pazazz, allowing initial levels of starch and acid to dissipate — similar to a Pink Lady. Roper said, “Pazazz really comes into its own in these late months, revealing a really nice flavor profile, a great balance of Brix and acid — it’s a fun-eating apple.”

Roper emphasized the inside of the apple, and how the bite breaks apart: “Pazazz has that great snap, like a Honeycrisp.”

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