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**Amplify apple sales with Kanzi**

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[CMI Orchards'](#) CatStats report shows Kanzi apples live up to the name as a “hidden treasure,” maintaining its position as the No. 2 best-selling apple in Europe and quickly winning over consumers in the United States.

Danelle Huber, senior marketing manager, said this apple’s sensational flavor dazzles American consumers across the board with consistent high ratings and positive feedback, according to data gathered from 500 people through an influencer mailout program.

“On a scale from one to five, with five being the highest possible rating, Kanzi holds strong at a solid 4.6 rating with no negative ratings,” said Huber. “This lines up exactly with what we’re seeing in the sales data for this apple. While pounds are falling for most varieties, a major country-wide retailer saw a 6 percent volume growth in Kanzi over the last 52 weeks.”

Rochelle Bohm, vice president of marketing, said the 52-week Nielsen scan data for this spectacular apple shows impressive performance: “Kanzi commands one of the highest retail prices of all branded apples, and outpaces inflation with a 10.2 percent gain over last year. It’s one of only five branded apples with retails over \$2.50. This is an obvious indicator of its mounting popularity: shoppers are willing to pay more for Kanzi.”

Bohm goes on to add that this stellar apple consistently ranks as the No. 1 foodie’s choice in blind taste tests and as the best-tasting apple pie apple. Ranked No. 1 in the Barstool Sports taste test, Kanzi beat 15 other popular apples in a blind lineup to uncover the best apple on earth.

“Food enthusiasts regularly vote Kanzi as the best-tasting apple in blind apple pie taste tests. Its spectacular flavor is only one part of it,” said Bohm. “Kanzi’s texture means that it holds up when baked, and doesn’t turn mushy like other apples. This really gives customers an elevated eating experience whether they’re snacking or using Kanzi as their new baking staple.”

Worldwide, Kanzi ranks No. 2, trailing only behind Pink Lady. This is what Bohm said retailers are missing out on.

“Retailers need to capitalize on this premium apple to take their sales to the next level,” Bohm said. “Kanzi’s proven performance in markets is a testament to its growing popularity and remarkable sales success.”

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