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SnapDragon apples return as official apple of the Buffalo Bills

By

Kyle Eberth

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SnapDragon apples are entering their second season as the official apple of the Buffalo Bills. The first year of this partnership was successful, with sales of SnapDragon apples up 60 percent in the Buffalo market.

The partnership has helped spread brand awareness of the apples as well as get SnapDragon apples in the hands of fans at tailgate activations and throughout the stadium on game day. SnapDragon has also partnered with a number of Buffalo Bills players and participated in community events to help give back.

SnapDragon apples continue to be an ideal apple for adventures and reaching for a healthy snack on the go. Along with brand partnerships and event activations, the SnapDragon apple brand continues to partner with influencers to promote ways to eat the apple and spread the word about which specific retailers are carrying the apples.

SnapDragon has invested in new tents and merchandise to step up the event activation experience and provide retailers with opportunities to utilize the offerings. The brand has also introduced a mascot, Snappy the Dragon, who has been present at Bills games and other community activations.

Photo: Former United Apple sales executive Brandon Derrick, Crunch Time Executive Director Jessica Wells and Crunch Time grower Mark Russell set up at the Bills 50-Yard Finish 5K race early last season to provided runners with apples as they crossed the finish line.

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About Kyle Eberth |

Kyle Eberth is new to the produce industry, but has grown up around it, in proclaimed "Apple Capitol of the World," Wenatchee, WA. For the past 14-years he has worked in the non-profit sector with an emphasis on brand storytelling, community engagement, and donor relationships.

Kyle graduated from Whitworth University (Spokane, WA) in 2007. He and wife Kelsey were married shortly thereafter, when they moved to Wenatchee to launch their careers. Kyle is "Dad" to Brooklyn and Hudson, together the Eberths enjoy skiing, biking, their family and friends, and playing together in the beautiful place they get to live.

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