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Apeel helping to sell more produce

Building on the momentum of its new initiative, "The Apeel Leverage," [Apeel Sciences](#) launched its second pillar, "Helping You Sell More." Apeel's technologies are designed to significantly enhance retail profitability and consumer satisfaction through its plant-based coating that extends the shelf life of produce while reducing the frequency of restocks and spoilage, creating more sellable fruit.



"As we continue to roll out 'The Apeel Leverage,' we're showcasing how suppliers and retailers can enhance the management of their produce," said Denise Junqueiro, vice president of commercial and marketing for Apeel Sciences. "Highlighting this pillar communicates that our partners can maintain a fresher produce inventory longer, resulting in a reduction of shrink or dehydration while enhancing their capabilities to sell more fruit."

With Apeel-treated produce enjoying an extended shelf life, suppliers can significantly reduce dehydration and maintain strong quality upon arrival, leading to fewer repacks and better marketability. This technology ensures that produce reaches retailers in optimal condition, improving the overall quality of their offerings. The technology also fits into existing operations, allowing suppliers to enhance their storage without additional investment in new packaging, space, or equipment.

For retailers, this means a significant reduction in shrink, a common challenge in the produce industry. This improved shelf life and storage capability ensures that produce remains fresh and delicious, increasing consumer trust and driving repeat purchases.

"By reducing the operational challenges associated with managing fresh inventory through the supply chain, our partners can focus more on customer satisfaction and less on logistics," Junqueiro adds. "Our technologies not only help our supplier partners but also benefit the entire supply chain, from

farm to table."

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