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CMI looks to help kickstart the school year with Ambrosia Gold

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This back-to-school season, [CMI Orchards](#) is introducing Ambrosia Gold apples in HERO packaging, combining the gold standard of Ambrosia apples with a kid-friendly, empowering program. This powerful pairing offers retailers a turnkey program to attract parents looking for healthy lunchbox snacks for the school year ahead.



“We’re empowering kids to think big and do good with a positive overall message: The Power to be a HERO is in your hands,” said Joel Hewitt, vice president of sales. “Adding Ambrosia Gold to the HERO snack apple lineup gives parents a delicious, nutritious option for school lunches.” Hewitt said Ambrosia Gold is one of the bestselling and most popular branded apples available, representing The Gold Standard of Ambrosia Apples.

Back-to-school season is a prime time for increased store foot traffic as families prepare for the new school year. “Back to school is a key shopping period,” said Danelle Huber, senior marketing manager. “Offering parents solutions for convenient, healthy snack and lunchbox options at this time of year is a win-win for busy families and retailers looking to drive incremental sales. Besides, introducing kids to great-tasting varieties at an early age builds life-long apple lovers and healthy eating habits!”

Ambrosia Gold apples are known for their honey-sweet flavor and superior quality, making them a favorite among consumers. A recent consumer survey conducted in April 2024 by Category Partners

and CMI Orchards highlighted the impressive appeal of Ambrosia Gold, even when blindly tasted next to other top-performing core and branded apples.

“Not only did CMI’s Ambrosia Gold outperform Gala (which we consider its core comparable apple), but it beat every variety we tested,” said Huber. “With exceptional ratings in all major categories — including flavor, appearance and texture — these results solidify its position as the top choice for consumers and kids looking for a delicious and high-quality eating experience.”

Huber shared tips to maximize the promotion through point-of-sale signage, and by tapping into various cross-promotional opportunities:

“Pairing HERO snack apples with other back-to-school essentials, such as nut butters, juice boxes and granola bars, can drive higher basket sizes and overall sales,” said Huber. “Cross-merchandising enhances the personalization of the shopping experience for parents, making it even easier for them to grab everything they need as quickly and conveniently as possible.” Huber also said CMI has pop-up display bins and signage for retailers to build an exciting back-to-school destination.

Hewitt added that CMI’s back-to-school program commences mid-August and continues throughout the full school year. “As long as there are lunchboxes to be packed, parents are searching for healthy, nutritious snacks for their kids,” he said. “This presents a golden opportunity for retailers to come to the rescue. The power to be a HERO is in your hands!”

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