



- Advertisement -

**NYC buses tout Big Flavor in The Big Apple**

[The New York Apple Association](#) is rolling out 600 king buses advertising "The Big Flavor in The Big Apple" to spread the word that their delicious New York state apples are hitting local grocers. These buses will traverse the city for two and a half months, bringing the excitement and goodness of New York apples to every corner of the city.

"New York City is an incredibly vibrant pedestrian market, and we are eager to engage with residents and visitors. Our deliberate focus on utilizing a large number of buses is a powerful way to communicate to consumers that New York apples are flavorful and readily accessible in NYC stores," said Cynthia Haskins, president and CEO of the New York Apple Association.

NYAA designed high-graphic display shippers and price cards signifying The Big Flavor and shipped them out through New York apple shippers and wholesalers with the many different apple varieties that New York State offers.

Haskins reported that this is an exciting year for New York State apple growers. They are expected to harvest 31 million bushels of apples with The Big Flavor.

"This year's flavor is fantastic, and the apples are definitely a repeat buy at retail. We are making sure we get ample displays of New York apples up in stores. As soon as you enter the stores, the displays are grabbing consumers' attention," said Haskins.

Susan Sarlund, NYAA's account manager, secured early-season promotional commitments from numerous grocery retailers and wholesalers across the NYC Metropolitan area. Digital and print cooperative ads include special promotions for NY bulk apples, tray packs, totes, pouches and poly bags of many different varieties of apples.

NYAA is launching digital banner ads specifically aimed at NYC to spread its message even further and ensure that its story reaches and resonates with a wider audience.

NYAA has lined up a season with geotargeted advertisements for its retail partners in NYC, throughout NY and across the country, promoting specific NY apple varieties when they are on sale or available in stores. NYAA reported that multiple grocery stores promote NY apples through print and digital circulars, in-store signage and eye-catching displays. They also share the NY apple story on their websites and through email blasts.

New York State includes a line item in its annual state budget, and this is the first time in history that

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it has allocated more than a million dollars to NYAA to promote New York State apples within the state.

"We are very grateful for the advocacy that NY Assemblywoman Lupardo and NY Senator Hinchey did on behalf of the New York State apple growers to secure additional funding for The Big Flavor in The Big Apple campaign. We thank all our legislators for supporting the apple industry in New York. Without their support, this would not have happened," said Haskins.

NYAA is running two commercials this year in different markets, such as Buffalo, Rochester, Syracuse, Albany and Hudson Valley. One commercial promotes apple picking: over 150 you-pick apple destinations in New York State open their doors as soon as the first early varieties are ready to be picked. The other commercial includes New York apple growers and will air in the same markets in addition to NYC during the TCS NYC marathon in early November.

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