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**Pazazz apple crop ships to stores as Honeybear Brands promotes health benefits to younger shoppers**

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[Honeybear Brands](#), a leading grower, marketer and developer of premium conventional and organic apples, pears and cherries, announced another strong season for its exclusive brand Pazazz, the sweet and tangy apple with an loud crunch. Pazazz is a fantastic eating apple with bold flavors and a very high eye appeal in store. This is an apple that retailers can build a premium apple program around.

This year's crop is being harvested and packed across Honeybear's facilities in Washington, Minnesota, Wisconsin, New York and Nova Scotia. It will provide retail partners with peak- of-harvest flavor and long-term supply as Pazazz is an ideal storing apple delivering a year-round quality apple eating experience.

Pazazz is not only delicious, but it also offers an essential component of good gut health. Delivering an estimated 4.4 grams of dietary fiber, apples and their fiber-rich peels are positioned to take the lead in the growing fiber conversation.

Honeybear Brands is launching a public relations effort that includes media outreach and influencer engagement, along with a paid media campaign that will reinforce the fiber and health connection message with Pazazz apples.

“Apples have seen a drop in consumption with younger consumers. We need to turn that trend around and give them a reason to choose apples first for a variety of eating occasions. We know health-conscious consumers choose their produce based on health benefits and convenience, something apples has in spades,” said Don Roper, vice president of sales and marketing, Honeybear Brands.

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