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Happi Pear shakes up category, redefines eating experience

By

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In a pear category dominated by traditional varieties, [Stemilt Growers](#) is shaking up the pear category with its latest innovation, the Happi Pear. Aimed at reinvigorating interest in pears, this branded variety offers a unique blend of flavor, texture and versatility, designed to delight both consumers and growers.



According to Brianna Shales, marketing director for Stemilt, the development of Happi Pear stemmed from a desire to modernize the category. “The pear category was long overdue for innovation in varieties and flavors, and Stemilt wanted to lead the effort in renewing it,” Shales said.

The Happi Pear is more than just a new variety; it’s a game changer. Developed from the HW624 cultivar, which originated at the Vineland Research and Innovation Centre in Ontario, the Happi Pear boasts a distinctive texture and a vibrant flavor profile. “It’s hard to describe, but the texture of this pear is unlike any others available today,” Shales said. The fruit’s flavor evolves as it ripens, offering a bright, tropical sweetness with a “zesty bite,” whether enjoyed green or fully ripened to yellow with a pink blush. The pear also excels in shelf life and durability, ensuring it stays fresh through the supply chain.

Stemilt is using modern production techniques to grow Happi Pears, borrowing methods typically used for apples. “We use a trellis system, tighter tree spacing, and dwarfing rootstocks, which allows us to grow more fruit per acre to maximize production,” Shales said. This innovative approach helps

Stemilt meet growing demand while maintaining sustainability. The cultivar is naturally resistant to fireblight and psylla, two common challenges for pear growers, reducing the need for chemical controls and contributing to a more environmentally friendly process.

Consumer trends also play a significant role in the success of the Happi Pear. Shales highlighted how this variety is aligned with a growing demand for flavor-forward, healthy snacks. “Happi Pear is helping elevate the flavor and overall eating experience consumers have with pears,” she said. This emphasis on consistent quality and taste encourages repeat purchases and positions Happi Pear as a staple for health-conscious snackers.



The branding of Happi Pear is another standout feature. As one of the first branded pears in the U.S. market, its name was chosen to evoke positive emotions and joy. “The promise of the brand is to deliver unexpected bites of cheer,” Shales said. Through simple yet impactful consumer messaging and thoughtful branding, Stemilt ensures that Happi Pear stands out in the produce aisle, even among the growing competition of new items.

Retailers have responded enthusiastically to Happi Pear, with grocery retail currently being the primary sales channel. Stemilt is working closely with retail partners to optimize merchandising strategies, including signage, packaging and in-store displays. Sampling initiatives have also been introduced to familiarize consumers with this innovative fruit. “The branding helps this pear stand out in the category and all of produce,” Shales said.

Looking ahead, Stemilt has ambitious plans for Happi Pear. Beyond expanding supply in the U.S. and Mexico, the company aims to sublicense the variety to growers in Canada and the European Union, bringing its unique qualities to global markets. “Because of Happi’s flavor and quality characteristics and friendliness to grow and pack, we feel this pear hits all the marks when it comes to a pear that meets high consumer expectations while also performing well throughout the complex

produce supply chain,” Shales said.

Despite the challenges of marketing a new cultivar in a competitive produce aisle, Happi Pear has already made a strong impression. Stemilt’s focus on delivering a consistently great eating experience ensures that consumers return to this product time and again. Happi Pear is poised to redefine the pear category with innovative production, sustainability efforts, and thoughtful branding.

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