



Lady Alice® Brand Apples Return in Time for New Year's Resolutions

Selah, WA (December 17, 2015)

Thanks to overwhelming consumer demand and corresponding volume, Lady Alice® apples are now making their way to market for the remainder of the holiday season. The early release will allow retailers to feature this popular Rising Star in important New Year promotions. Known as “The Perfectly Balanced Apple,” the Lady Alice® has a beautiful appearance and exceptional flavor that makes it ideal for holiday cooking and baking, but it's the crisp, clean snap that makes it absolutely irresistible- a trait common amongst Rising Stars.

The excellent eating quality of Rising Stars has made these varieties consumer favorites, resulting in repeat sales and increasing category dollars at a rate that outpaces their more traditional counterparts (e.g., Red Delicious, Braeburn, Golden Delicious). By promoting Rising Star varieties such as Lady Alice®, retailers can capitalize on the healthy eating objectives that are so prevalent in the New Year. Consumers are already primed to incorporate more nutritious options in their diets, so providing them with exciting new flavors during this time will only help solidify good eating (and consequently, purchasing) habits.

Rainier's in-house marketing and design team is ready to support each retailer's market introduction with multiple POS options, social media, demos and other customized promotional efforts. To learn how Lady Alice® and other Rising Star varieties can delight your customers and boost category sales, contact your Rainier salesperson today.