



## **Demand pulls Junami brand apples to market one month early.**

Selah, WA (November 3, 2015) Rainier Fruit Company of Selah, Washington released the first of their two exclusive branded apples this week. Junami apples started shipping November 2 to retailers across the nation.

“This year’s Junami crop is simply outstanding,” says owner and grower Mark Zirkle, “it’s by far the best flavor we’ve ever seen from this apple, and we’re excited to share it with apple lovers everywhere.”

The Junami is a Swiss-bred cross between the Idared, Maigold and Elstar. Characterized by a bright red color with rich gold accents, the Junami is not only visually stunning, but also packs a flavorful punch of juicy sweetness. The Junami is perfectly suited for a November release as its festive color and exceptional eating quality will provide versatility in many holiday applications- from food to décor.

“As the sole growers of the Junami in North America, we have steadily been increasing acreage to meet demand. We now have enough to bring it to the market a month earlier- just in time for the holidays.” states Zirkle.

Rainier Fruit promoted the early release of this exclusive apple throughout the month of October with a variety of events around the country, including office samplings and consumer events in partnership with KIND Healthy Snacks.

Retailers are encouraged to work with Rainier to create a fully customized promotional program for the Junami apple season by utilizing tools such as in-store demos, display contests, and inspiring content for social media.

To learn about the promotional opportunities available for Junami apples, contact Aaron DeHerrera at 509-697-6131 or [aarond@rainierfruit.com](mailto:aarond@rainierfruit.com).