

# Enjoy the apple freshness



## Good Storability

Its natural, crunchy freshness is kept for a long time. Even at room temperatures, KIKU® maintains its firmness, its incomparable taste and nice cosmetic appearance. To enjoy at its best, a cool storage is recommended however.

**High Brix content**  
Typically min. 14,7° Brix (sugar)  
However KIKU® has a very balanced sugar-acidity ratio.

## Super-tasty premium apple, easy storage variety.

The background colour is yellowish, the overcolour ruby-red striped, typically min. 50~60% colour for the variety.

## Superior Taste

Flesh is very juicy, sweet.  
Crunchy fresh.

## Fruit Firmness

Min. average 6,2 kg/cm² at time of packing (penetrometer)

**Food safety and traceability**  
Globally 30 Partners market KIKU® apples, which are grown on their farms or participating orchards.

Through this close network a full traceability back to origin is possible. Furthermore Food Safety is maintained by existing quality systems (eg GlobalGAP) and regular residue monitoring, to comply with individual requirements.

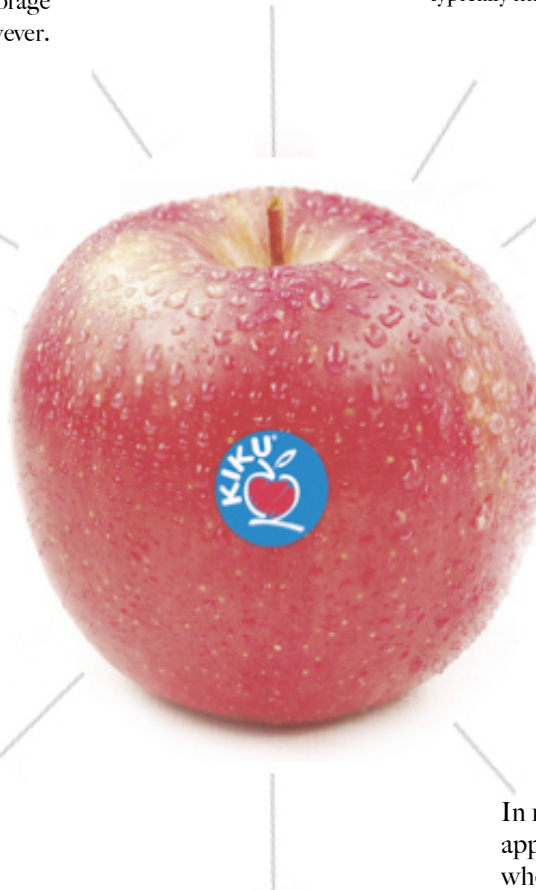
## Good Fruit-size

Average Ø 70 to 90 mm, with seasonal variations occasionally even bigger

**Eating period: year-round**  
With KIKU® growers producing in the Northern and Southern Hemisphere, a year round delivery of apples can be arranged.

This ensures not only a continuous supply to supermarkets and consumers, but also provides for apples from the latest and freshest harvest.

KIKU® apples are supplied in a range of pack-formats: from 18 or 12 kg cartons, to 7 or 4 kg display cartons, but also food-tainers (4 or 6 fruit) or pre-packed in KIKU® bags.

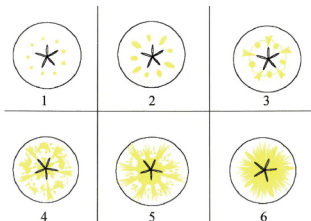


In 1990 Luis Braun, the South Tyrolean apple expert, was travelling through Japan, when he discovered a different branch in an orchard. That branch was to lead to the KIKU®, we enjoy today. KIKU® is a trademark protected throughout the world. You can find the apples in the distinctive fresh blue cartons with the attractive logo. Globally KIKU® apples develop a particularly attractive colouring: enjoy them as:

*Fresh Apple Emotion®*

KIKU® occasionally develops a so-called „honey-core“ (or ‘water-core’/ see adjoining chart)

It is an indicator for ripe fruit and good sugar content, therefore recognized by many as a quality characteristic. During storage growers monitor its development for this reason.



Minimum characteristics of apples supplied as required by national rules. Individual specifications are to be agreed between the parties, while measurable parameters (firmness, Brix, etc.) are to be achieved at sellers packhouse prior to shipment.