



# Mott's Fresh Apples

## A Trusted Brand, A Tradition of Quality

- Strong 150 + year relationship with the consumer
- A brand that consistently delivers high quality fruit, proven through an arrival rate in 2006 of 99.2%
- The Mott's program in the produce department creates the opportunity to build brand momentum throughout the store

## Mott's Fresh Apples Product

- Over 8 million cases shipped since inception of program
- Assortment of hand-selected varieties and regional selections available
- Year round program with regional sourcing strengths
  - Washington, Michigan, New York
  - Yakima Fresh, exclusive grower/shipper for Mott's Washington Apples & Pears
- Access to regional product, import product and increased availability of consumer-preferred varieties

## Mott's Fresh Apples Packaging

- All Mott's packaging will include:
  - Grower specific coding
  - Geographic and variety specific labeling
  - Consumer Care Information

For additional information on our Mott's Apple & Pear Program and ordering details, [Contact your Yakima Fresh Sales Representative](#)

