

A positive end to the first season of Cosmic Crisp

Detail Introduction :

A new generation of apples is set to experience major growth. The first official season of Cosmic Crisp, an innovative apple that has landed in Europe thanks to the VOG and VIP consortia – which cultivate it in Tyrol - Südtirol – has now ended.

Following the first tests carried out during the past season, Cosmic Crisp made its debut on the market this year with the first 1200 tonnes, sold from February to late April.

“We are very satisfied – the feedback we received from buyers and end consumers, both in Italy and in other countries where it was marketed, was positive, but in some cases very enthusiastic,” comments Klaus, Sales Manager at the VOG Consortium.

“The schedule was respected, allowing us to be continuously present on the fruit and vegetable counter through the modern distribution and wholesale channel during the two planned months. Cosmic Crisp proved to be a very convincing apple from a sensory standpoint. Like a fine wine, it reaches its peak quality over time, becoming even tastier and more aromatic, so it is the perfect apple to be marketed in the second part of the season.”