

# Sonya apples from New Zealand enter the Chinese market.

## Detail Introduction :

"New Zealand Sonya apples entered the Chinese market for the first time this year in May," says the international sales manager.

The New Zealand Sonya apple is a Delicious Red and Gala apple hybrid. Her appearance is similar to Red, as Sonya is a large apple with silky red stripes on her skin. The flesh is firm and has a unique smell, the taste is fragrant and sweet. This variety of apples has been cultivated and recently introduced to the market. It has unique qualities, and the market potential is huge. Some varieties of New Zealand apples have seen their export volumes decrease, but the export volume of Sonya apples has only increased. It is estimated that New Zealand will ship around 60 containers of Sonya apples to China this year.

"New Zealand growing areas continue to harvest Sonya apples. Weather conditions were excellent during the growing season, and rainfall was normal. As a result, the quality of Sonya apples is excellent this year and production volume has increased. "Yumsun Fruit is the exclusive distributor of Sonya apples in China. This year we are promoting the apples on an even larger scale. We want to share the unique taste of this variety with even more customers."

"We sell apples in boxes of different sizes to meet the various needs of different markets. For example, we have boxes with four, six, and eight apples. We also have gift boxes for special occasions. In addition, we have boxes of 8.5-17 kg in wholesale markets. Starting this week, Sonya apples will appear on the shelves of major supermarkets, such as AEON, CR Vanguard, Ole, Yonghui, Rainbow, and Wal-Mart. We also sell the apples in various packages, such as loose, convenient carry bags and gift boxes. Sea freight between New Zealand and China usually takes around 2-3 weeks, which is faster than Europe, so New Zealand apples always arrive 'fresh' on the Chinese market."

"Our company immediately loved the Sonya apple when the fruit entered the market because of its unique shape, a fragrant smell, and an excellent taste. We are organizing a series of promotional activities to promote the apples so that even more people know about this amazing fruit," says the director with an optimistic attitude towards the future of Sonya apples. "New Zealand Sonya apples are available in major city markets, including Guangzhou, Shenzhen, Shanghai, Beijing, Fuzhou, Xiamen, Changsha, Nanchang, Wuhan, and Hong Kong."