

# The opening ceremony of New Zealand's Rockit apple season and Hebei Goodfarmer Gaobeidian successfully launched.

## Detail Introduction :

On the morning of June 3, the opening ceremony of the New Zealand Rockit apple season and Hebei Goodfarmer Gaobeidian launched, which is also the launch of the limited joint model of "Rockit x Minions" apples in China.

After a countdown by the host, the Opening Ceremony of the New Zealand Rockit apple season and Hebei Goodfarmer Gaobeidian officially kicked off. Hebei Goodfarmer Gaobeidian took this opening ceremony as an opportunity to build a friendly bridge between production and sales by sharing production and sales resources, bringing more convenience to the domestic sales of the limited co-branded "Rockit x Minions" apples.

Good farmer Group operates 30 distribution centers across the country and has been deeply involved in the import and export supply chain for more than 20 years. Among them, there are nearly 16,000 supermarkets and stores providing offline services. With professional business capabilities and a strong sales network, they have been committed to exploring the Chinese market of Rockit Apples and expanding the brand awareness of Rockit, thereby enhancing the brand image of both parties and strengthening the core competitiveness of the brand alliance.

New Zealand's Rockit apples were first launched on the Chinese market in 2014. As the world's first commercial snack apples, they are favored by more and more consumers because of their healthy, natural, recyclable, and resealable barrel packaging.

Businessmen gathered at the scene, and the limited joint model of "Rockit x Minions" was also provided for tasting. The dark red and beautiful appearance, the sweet, crispy, fragrant flesh, and the cute little yellow packaging have conquered all the partners present. They expressed their approval and expectation for the future development and sales market of Rockit Apple.

Pursuing high-quality branded products has become a new consumption trend for domestic consumers. As the proportion of imported fruits people consume increases, and most buyers are paying more attention to imported fruits. It is believed that the influence and linkage effect formed by this strong cooperation will surely promote the sustainable development of China's fruit industry and form a good industry ecosystem. In the future, Hebei Goodfarmer Gaobeidian will gradually introduce more imported branded fruit varieties to meet the diversified needs of consumers for imported fruits.

