

The Rubis Gold brings a real differentiation within a range of under-represented yellow apples

Detail Introduction :

For the 2021-2022 campaign, the Rubis Gold®, this new yellow apple variety with an orange glow, is sold in Grand Frais and Système U stores. "Like most varieties of apples, the Rubis Gold® was also affected by frost last spring. At Perlim-Meylim®, we harvested 60 tons instead of the 100 tons we were expecting," explains Béatrice Chauffaille of Alliance Perlim-Meylim®.

"We are a little disappointed with the production, but we are still discovering the variety. The frost did not impact the amount of fruit but their size. We lost about 10 to 15mm per fruit, which represents approximately 70 to 75 grams for one apple. This is the best way to explain the lower volumes," explains Lionel Lassourreuil, technical manager at Alliance Perlim-Meylim®.

Although the volumes were below expectations, apple specialists, producers and distributors all remain confident about the potential of this new apple. "The taste quality of the Rubis Gold® meets our expectations. The apple is crunchy and has a good balance between its sugar level, with a Brix degree of 14, and acidity. A CTIFL study from last year clearly highlighted its aromatic intensity compared to other apple varieties such as the Pink Lady®, Gala, Golden, Chanteclerc and Belchard. Its fruity touch is reminiscent of the aromas of these fruits. The Rubis Gold® obtained a high overall rating, which tells us that the variety has its place on the market. Above all, the Rubis Gold® brings a promise in terms of taste, even if we know that it tends to turn pink at higher altitude, like the Golden," explains Béatrice Chauffaille, marketing director at Alliance Perlim-Meylim®.



The competition between bicolor apples is fierce to have a place on the shelves, but the Rubis Gold® completes the under-represented range of yellow apples. “There are few yellow apples on the market represented by the Golden and Chanteclerc, which target loyal but aging and specific customers. There are also old varieties that tend to disappear, although there will also be a place for a good Golden, especially a label and cultivated in high altitudes (Limousin, Alps). But the offer of yellow apples needs to be renewed in order to attract a younger audience. The Rubis Gold® meets these expectations perfectly. The fresh taste brings something new on the shelves that are mostly filled with bicolor apples. Visually, this yellow slightly orange apple brings some color to the shelves. I have no doubt that it will easily find its place on the shelves,” explains Béatrice Chauffaille.

Alliance Perlim-Meylim®, specialized in yellow apples grown in high altitude

It was only natural for Alliance Perlim-Meylim®, specialized in the PDO Limousin apple, to embark on a Rubis Gold® adventure with the Séru orchards (first producers of Rubis Gold® today), Blue Whale, G and the Devos group. “Yellow apples are part of our DNA. We were immediately seduced by its ‘crunch’ and its strong aroma, an obvious complement to our production.

We consider the Rubis Gold® to be the little sister of the PDO Golden, as it is equally anchored to the altitude that gives it its coloration. Since it does not target the same audience, it does not collide with the Golden PDO but completes our offer. Last year, we cultivated 20 hectares. This year, we have added 10 hectares of orchards, with the ambition of reaching 50 hectares by 2024. In 2027, we should have a production of 2,000 tons. Of course, there is still some data missing, especially regarding its behavior when harvested in the rain or while in storage, but we really believe in this tasty variety and we want to promote it.”

For the Rubis Gold® to fully express its potential, the collective has gathered experts with compleme

technical and commercial skills. Gildas Guibert, varietal developer for Earth Market, is in charge of coordinating the technical aspect. "It is a fascinating adventure, which we are building from scratch, together with operators that have experience in the field and produce their apple on exceptional land. This recalls the creation of the first apple clubs some 25 years ago. In addition to the club varieties, these markets produce apples sold under a quality label that meets very strict specifications, a subject which Alliance Meylim® knows better than anyone else. Learning from them is therefore very interesting and their experience is essential for the elaboration of the Rubis Gold® specifications."

"This year, most of the volumes come from the Séru orchards, which were the first to be planted. It is therefore difficult to draw conclusions as to the specificities acquired from the land. For now, we can say that the sugar levels tend to be very high, and we are reassured that this promise of taste has been kept." According to Lionel Lassourreille, the Rubis Gold® is a technically demanding apple. "The key to the success of this variety lies in the orchard. Each step of the production, including the packaging, requires a high technical level. It is a demanding variety, many boxes must be checked in order to bring out its full production potential. We are gradually getting to know the Rubis Gold® and its behavior as a variety."

"We start with a production potential equal to 100, which tends to be lowered by technical hazards, the weather, geopolitics, diseases and pests. All these factors reduce the variety's value potential," explains Gildas Guibert. "Our goal is to reduce the impact of these factors in order to reach the variety's most optimal production potential possible. For that, a number of strategies must be put in place. The planting must be successful in order to obtain trees of homogeneous quality and a productive adult orchard. Then, the production must be protected against frost and hail.

"The harvest is also a determining factor and must be carried out well to preserve all the efforts made beforehand. It is a strategic step of the production that must take place at the right time. Then, the storage must also be done well. That is why we work with CTIFL to test how the apple behaves depending on the temperature.

"It is also essential that the packaging respects the fruit. And finally, the marketing must be a success. The team is surrounded with the biggest names within the apple sector for which taste is an absolute priority. As for the distribution, we have the support of Grand Frais, U, Lidl Belgium, among others, which all value the innovative advantage of having some Rubis Gold® on their shelves and help us validate our commercial marketing hypotheses with great care. Convinced by the great taste of this apple, they do everything in their power for its successful promotion in the stores."

"The Rubis Gold® has everything to succeed. It is up to us to make sure its potential can be expressed in order to give it a place on the French market and beyond."