

COOKING WITH APPLES

Great Lakes, Great Flavors, Great Sales!

Get Sales Cookin’

Michigan Apples aren’t just for snackin’ anymore. They’re the perfect addition to any meal from French toast for breakfast to baked chicken for dinner. Michigan Apple Committee has the ingredients for you to increase sales while earning brownie points with your valued shoppers.

Offer an array of apple-inspired dishes for any cook from the beginner to the professional with our latest Michigan Apple recipe cards. Be sure to request your supply of free recipes today (see reverse for details).

Give ‘em something to talk about

Home cooking is more popular than ever so make sure your customers know about our easy-to-assemble dishes that showcase the cooking, baking and nutritional attributes of our mouth-watering apples. Talk to Michigan Apple Committee about dishing up our sweet and savory recipes for your in-store demos. We also work with local chefs who bring extra excitement to your produce department.

Bushel-full of Resources

Increase apple sales by promoting cooking apple varieties, as well as fresh-eating favorites. Let Michigan Apple Committee assist you with the development of:

- Seasonal recipe contests — featuring prize giveaways!
- In-store demonstrations from some of Michigan’s finest chefs
- Delicious dishes for all cooking abilities
- Recipe cards with beautiful photos to inspire any cook
- Cash in on our Holiday Baking Rebate

MichiganApples.com/recipes features some of our most sought-after recipes from our vast collection, along with cooking tips from some of Michigan’s finest chefs.



— Chef Paul Penney of Canton, Michigan

“I use only the best ingredients in my dishes — that’s why I always choose Michigan Apples. They’re the freshest, most flavorful apples!”

MARKETING CALENDAR	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY
COOKING WITH APPLES	🍏	🍏	🍏	🍏	🍏				
LOCALLY GROWN	🍏	🍏	🍏	🍏	🍏	🍏	🍏	🍏	🍏
MICHIGAN HONEYCRISP	🍏	🍏	🍏						
MICHIGAN JONAGOLD		🍏	🍏	🍏	🍏				
HEALTH & FITNESS					🍏	🍏	🍏		
EARLY SEASON REBATE	🍏	🍏							
HOLIDAY BAKING REBATE		🍏	🍏						
BULK PACK REBATE			🍏	🍏	🍏	🍏			

PURE MICHIGAN®

See back for more! >>



