

MICHIGAN HONEYCRISP

GreatLakes, GreatFlavors, GreatSales!

All the Buzz

Michigan Honeycrisp is the hottest apple in the market today! Its crisp, juicy flavor beats all the others. In fact, **Michigan Honeycrisp consistently earns 1st place in consumer taste tests***, beating Honeycrisp apples and varieties grown in other parts of the U.S.



Don't Believe Us?

Test some yourself! **Call Michigan Apple Committee (800-456-2753) on or before Monday, August 29, 2011 to get a shipment.** As soon as they're off the tree, we'll send buyers a free sample. See for yourself that Michigan Honeycrisp belong front and center in your produce department this fall!

Midwest Are Best

Michigan's climate is ideal for growing tasty Honeycrisp apples. Cool autumn temperatures make for crisp, juicy, sweet apples that shoppers can't get enough of.

Premium Product

Michigan Honeycrisp is a premium apple, and looks best in our eye-catching packaging. These cartons have a track record for creating the foundation for award-winning displays and boosting Michigan Honeycrisp sales. (See back for details.)

Establish the "Michigan Honeycrisp" brand today and keep your customers coming back for more!

*Consumer taste test panels performed in Fall 2009, Winter 2010 and Fall 2010 in multiple locations in Grand Rapids, Lansing and Detroit, Mich.; and Metro Chicago.



Scan to learn about our **NEW Honeycrisp Display Contest!**



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! >>



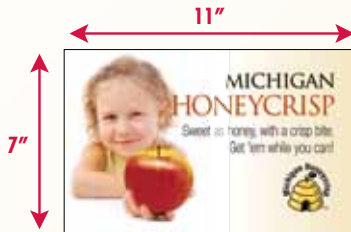
MICHIGAN HONEYCRISP



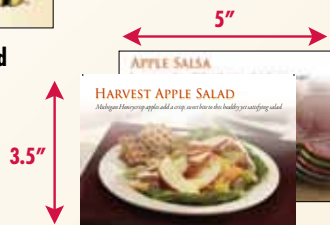
Sales Support

Get FREE support materials to help you sell more Michigan Honeycrisp.

Build the program that meets your needs by selecting from the following materials.



Point of Purchase Card



Recipe Card



Euro Carton
(please contact your supplier)



Master Tray Carton
(please contact your supplier)

I am interested in selling more Michigan Apples!

Please send me information on the following:

- | | | | |
|---|---|--|---|
| <input type="checkbox"/> Point of purchase card | <input type="checkbox"/> Honeycrisp recipe card | <input type="checkbox"/> Euro carton | <input type="checkbox"/> Master tray carton |
| <input type="checkbox"/> Circular ads | <input type="checkbox"/> In-store sampling | <input type="checkbox"/> Honeycrisp/Jonagold display contest | |

Name: _____

Title: _____

Store/Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: (_____) _____

Number of locations: _____

Geographic area serviced: _____

Fax to Michigan Apple Committee at (517) 669-9506, or order online at MichiganApples.com/point-of-purchase-order-form

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