

Sassy™

Newsletter

February 2022

Welcome

First harvest

Welcome to Sassy's™ first newsletter. Here in Nelson we have just harvested our first Sassy™ Feb 08 and are delighted at the pressure & colouration. Harvest was approx 1 week before our first Royal Gala strains confirming Sassy's™ potential as a strong early season player.



In this newsletter we share how maturity tracked in the weeks leading up to harvest (p.3), including colouration, Brix, SPI and Pressure (p.5).

Last year when we announced the name and branding we received a fantastic media response with interest from all major publications in the Sassy™ story read the articles on p.7.

This year Golden Bay Fruit and Taylors will be shipping about one container each to a couple of partners in Vietnam, China and Thailand and sending samples to all key customers.

Sassy™ performed well in focus groups in both markets last year so we will be looking to validate the initial feedback and build insights on taste, branding, positioning and gain customer feedback. We will share the insights as we go.

Sassy™ Maturity Development 2022 - Nelson

19 January

Foreground colour



Background colour



26 January

Foreground colour



Background colour



02 February

Foreground colour



Background colour



08 February - First Harvest

Foreground colour



Background colour



Sassy™ Tree Development 2022 - Nelson

11 Jan



18 January



02 February



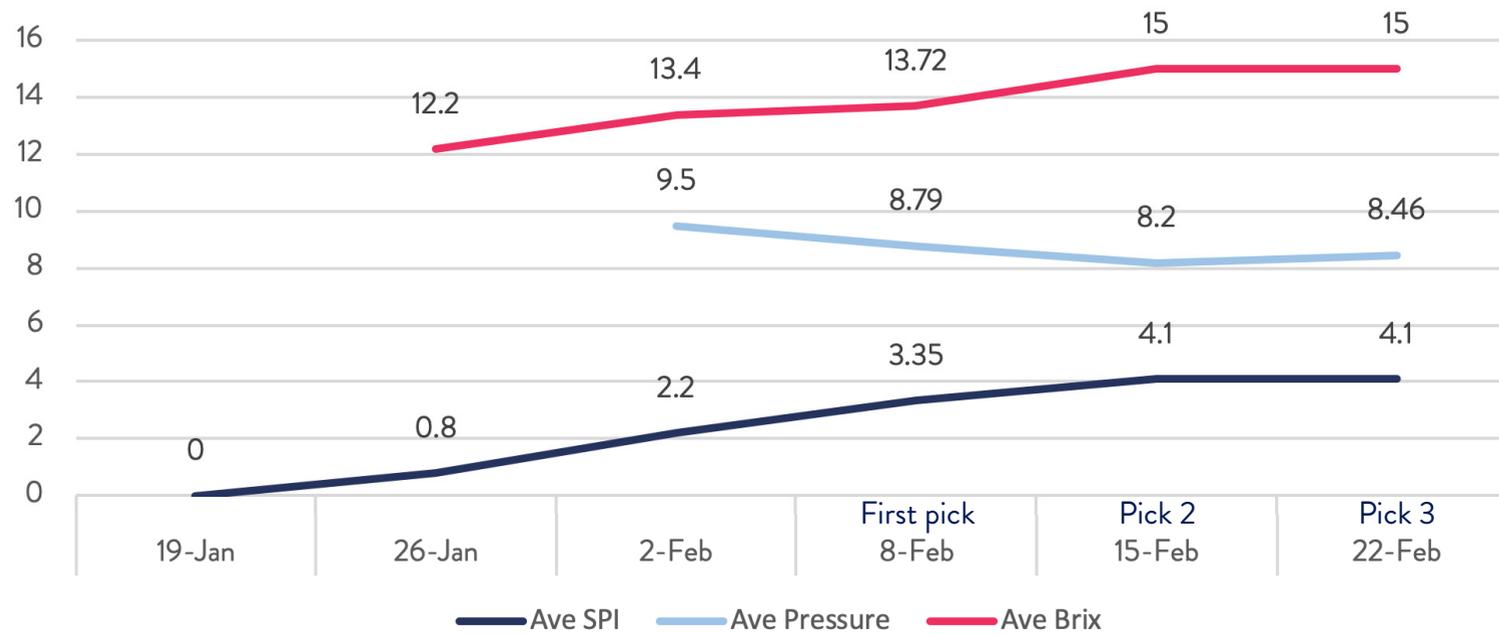
02 February



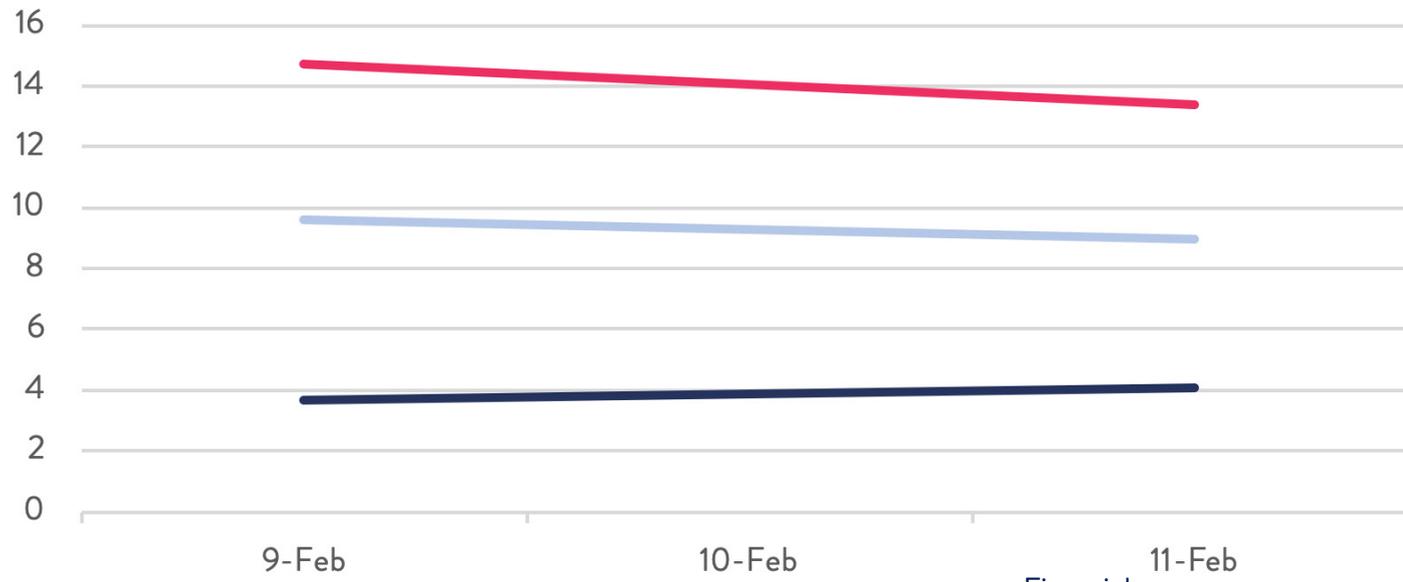
09 February



Sassy™ Trend Graph - Nelson



Sassy™ Trend Graph - Hawkes Bay



	9-Feb	11-Feb
Ave SPI	3.65	4.05
Ave Pressure	9.62	8.95
Ave Brix	14.7	13.4

Media Clippings

ASIAFRUIT Data | 2021 中國果園進口

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For fresh fruit and

BY MATTHEW JONES @mattfruitnet
Tuesday 10th November 2021 06:17 Hong Kong

Apple lovers get Sassy

New Zealand-bred apple to be sold in Asian markets in 2022

Sassy is the newest branded apple offering to emerge from New Zealand.

Developed by the country's crown research organisation Plant and Food Research (PFR) and commercialised by Prevar New Zealand, Sassy is said to be an early harvesting variety with a long shelf-life. Its parentage consists of Fuji, Scifresh and Sciro.

Next Generation Apples, a collaboration between New Zealand growers Taylors and Golden Bay Fruit, owns the global licensing rights to Sassy and will bring the new variety to market.

A limited volume of New Zealand-grown fruit will be sold in China and Vietnam in 2022, while growers interested in licensing the variety will also have access to samples.

Evan Heywood, chief executive of Next Generation Apples, said Sassy's characteristics would stand out to consumers.

"Sassy is luscious, crunchy, and wrapped with a deep red colour that permeates goodness with every bite," explained Heywood.



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Fruit Net

<http://www.fruitnet.com/asiafruit/article/186813/apple-lovers-get-sassy>

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Sassy Apple: the new sweet thing with zing

Sassy™ is a new apple variety from New Zealand. Launched by Next Generation Apples, Sassy is pegged to be a major hit this season with its incredible crunch, balanced palette, strong health benefits and edgy personality.

"Sassy is luscious, crunchy, and wrapped with a deep red colour that permeates goodness with every bite," says Evan Heywood, CEO of Next Generation Apples who owns the global licensing rights.



"Its unique conical shape and intense ruby colour give it an edgy personality. It stands-out on the shelf, making it easy for consumers to remember when returning for more. Excellent firmness gives the apple a snappy crunch that lasts months after harvest. This fruit is completely delicious. It's the perfect balance of sweetness and an attitude we call 'zing'." says Evan.

Fresh Plaza

<https://www.freshplaza.com/article/9374082/sassy-apple-the-new-sweet-thing-with-zing/>

stuff business

Sassy by name and sassy by nature, new apple ready for export

Vanessa Phillips · 11:45, Nov 18 2021



The new Sassy apple is described as having plenty of "zing".

A new apple variety, starting to be grown in Nelson and Hawke's Bay, is initially destined for the export market.

Next Generation Apples, a collaboration between growers Golden Bay Fruit and Hawke's Bay-based Taylors, owns the global licensing rights for the new apple, called Sassy.

Stuff / Nelson Mail

<https://www.stuff.co.nz/business/farming/agribusiness/127000248/sassy-by-name-and-sassy-by-nature-new-apple-ready-for-export>

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SWEET & SASSY: THE NEW NEXT GENERATION APPLE



Ready to get your zing on this season?

A new apple variety has been launched by Next Generation Apples, and Sassy is expected to be a major hit this season with its crisp texture and balance between zing and mild after-taste.

Next Generation Apples CEO, Evan Heywood, said the apple's unique conical shape and intense ruby colour give it an edgy personality, plus Sassy has high levels of naturally occurring anthocyanins.




F&B Tech

<https://www.fbtech.co.nz/2021/11/23/sweet-sassy-the-new-next-generation-apple/>

THE DOMINION POST
19 Nov 2021

ents. teaching and give them more of both time to reconsider their decision.



Sassy was developed from Jazz, Fuji and Pacific Rose apples by New Zealand Crown research organisation Plant and Food Research.

Sassy by name and by nature

Fruit
Vanessa Phillips

A new apple variety, starting to be grown in Nelson and Hawke's Bay, is initially destined for the export market.

Next Generation Apples, a collaboration between growers Golden Bay Fruit and Hawke's Bay-based Taylors, owns the global licensing rights for the new apple, called Sassy.

Described as crunchy and firm, with "sweetness and attitude", brilliant red skin and "zing", Sassy was developed from Jazz, Fuji and Pacific Rose apples by New Zealand Crown research organisation Plant and Food Research.

It was commercialised by Prevar New Zealand.

Small volumes of the apple are being grown in Nelson and Hawke's Bay, and will initially be exported for sale in China and Vietnam, with some of the apples also being held domestically next year as samples for interested growers.

Next Generation Apples chief executive Evan Heywood said while Sassy would not be available for New Zealand consumers next year, it was likely to be in the future as more growers took the variety on and volumes increased.

Sassy was an early harvest variety, being ready for picking around mid-February, about seven to 10 days before Royal Gala apples, Heywood said.

This presented a commercial advantage.

"If you get into the markets early with new season apples, there is a premium



Next

Thanks for reading, we welcome your photos, feedback and questions, please get in touch with evan@sassyapples.co.nz.

In the next newsletter in May we'll share photos from in market and any additional quality insights. Follow Sassy™ on facebook for real time updates [@sassyapplesnz](https://www.facebook.com/sassyapplesnz).