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# In stores soon: Honeycrisp-bred apple peaks later for winter crunch and sweetness

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**Clare Kennedy**  
Staff reporter  
*Minneapolis / St. Paul Business Journal*




Honeybear Brands debuted its newest apple variety, Pazazz, in Indiana.  
HONEYBEAR BRANDS

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A Minnesota company has unveiled a new apple variety, the Pazazz, which will arrive in **Cub Foods** stores next week.

Elgin, Minn.-based **Honeybear Brands** debuted the apple in grocery stores in Indiana, said co-owner **Don Roper**. Then it rolled out in Texas, and the variety will hit grocery shelves in Florida and Iowa this week.

"It's been a hit so far," Roper said.

It took Honeybear about 10 years to perfect the Pazazz, which was bred from the Honeycrisp. Like that apple, the new variety is crunchy and sweet. However, the fruit has been developed to peak later than the Honeycrisp.

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"The Honeycrisp, in September [when it's harvested], is in my opinion the best eating apple out there, period," Roper said. "But by January the taste seems a lot more flat than when you had it fresh in fall. It's still crisp, but it has no flavor."

By contrast, the Pazazz is harvested in late October, and it has been developed to improve during storage. The apple starts out tart and mellows as time goes on, reaching its best flavor in January or February.

Honeybear Brands has orchards in Minnesota, Wisconsin, Washington state, Canada and Chile. Honeybear grows and markets three varieties: In addition to the Pazazz, Honeybear grows Honeycrisp and Riverbelle apples.

The company distributes to grocers all over the U.S. and clocked over \$100 million in sales last year.

Clare Kennedy writes about food and drink.




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