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## Produce Highlights



November 24, 2015 2:55:17 PM CST

### PR Minnesotans Get Taste Of The New Pazazz Apple

by Honeybear Brands

Posted: Friday, January 30, 2015 at 9:04AM EST



MINNEAPOLIS -- This week Minnesotans are getting an early taste of the state's next big apple before it goes on sale nationwide next year. Introduced by Honeybear Brands, one of the original Honeycrisp pioneers, Pazazz is designed specifically to peak during the winter months to give apple lovers the fresh taste of fall in January.

The new Pazazz apple is crisp and juicy with the right mix of sweet and tart. The fact that it is a late-harvest apple allows you to enjoy apples in the cold winter months.

"Minnesotans love and know their apples," says Don Roper, vice president, Honeybear Brands. "But Pazazz is something different. It's descended from a Honeycrisp so it has that famous crunch but while it's harvested in late fall, we've grown it to improve after harvest

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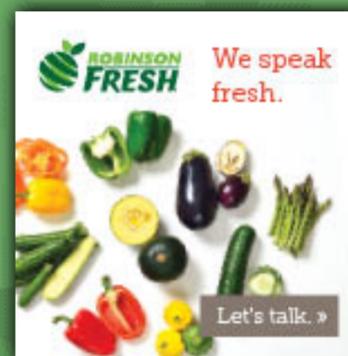
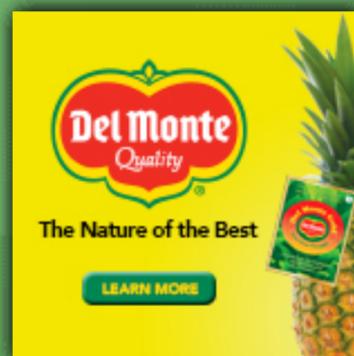
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