

Pazazz apple trial successful

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After a successful trial, the Pazazz apple, a Honeycrisp descendant, will be available in volume in 2016.

Pazazz, which has a sweet-tart flavor and Honeycrisp-like crunch, is the latest apple variety from Honeybear Marketing, the marketing arm of Elgin, Minn.-based Wescott Agri Products, according to a news release.

Beginning in January, the Pazazz was trialed at more than 125 retailers in Florida, Georgia, Illinois, Indiana, Iowa, Minnesota, North Carolina, South Carolina, Texas, Washington and Ontario, Canada.

Consumer response was very positive, Don Roper, Honeybear vice president of sales and marketing, said in the release.

“When we introduce a new apple, we really want to make sure the apple performs in three key areas,” Roper said. “It must provide a fantastic eating experience, be very appealing to the eye and have a great name that really describes what you are eating. Pazazz has this winning combination, which is why we saw such an exceptional consumer response first hand with our retail partners.”

Pazazz is grown in Minnesota and Washington. Additional orchards in New York, Washington, Wisconsin and Nova Scotia, Canada will be added for the 2016 marketing season.

Pazazz flavor peaks beginning in late December.