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## Honeybear Brands launches new winter apple variety

Honeybear Brands, a Minnesota-based varietal development company, will launch demos of its new winter apple variety Pazazz in January and February. More than 300 stores across the country will feature the new variety.



*Honeybear Brands has launched Pazazz, its new winter apple variety. Photo: Honeybear Brands.*

The demos will take place as Honeybear expands production of Pazazz for national availability by next year. Pazazz is grown in Minnesota, Wisconsin, Washington, New York and Nova Scotia, Canada. The variety is harvested in late fall.

Retailers stocking, sampling and selling Pazazz in January and February now include markets in Arizona, Colorado, Florida, Georgia, Illinois, Indiana, Iowa, Kansas, Minnesota, New York, North Carolina, Ohio, South Carolina, Texas, Utah, Washington, and Ontario, Canada.

A descendent of the Honeycrisp, Pazazz has been in development by Honeybear Brands for more than seven years.

For more information, visit the Honeybear Brands website or the Pazazz variety's website.

Tags: Honeybear Brands, new variety

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