

KIKU®

Girlan, South Tyrol, Italy

KIKU® Apples & Sports, the global premium brand

The global premium brand KIKU continues to grow with partnerships, increasing volumes and brand building activities. The 26 licensed marketing members see big value in promoting FRESH APPLE EMOTION, the slogan developed in 1999 by South Tyrolean-based owner KIKU Apples.

“KIKU® and sport match perfectly,” says Jürgen Braun, CEO of KIKU® Apples. “We motivate consumers to buy a naturally grown fresh apple, playing on his emotions. Sport, wellness, nature and health, these are all terms positively linked to KIKU®. Sports promotion is a wonderful vehicle, both with athletes and events. In 2014 we used the soccer world championships to promote our young, fresh, dynamic brand at soccer youth camps and with KIKU soccer balls. We are also diversifying with new products: after the 100% pure KIKU® juice we launched the KIKU® Granita, a fresh icy drink made only with KIKU®s – 100% Pure Nature. We promote these side products at our sports events, at the Mountain Festival www.ims.bz, with our KIKU athletes, and at our B2C and B2B trade fairs.”

A premium brand supported by premium events

“KIKU® is present at the major fairs, from Fruit Logistica to PMA USA, from PMA A-NZ to Asia Fruit Logistica. In order to successfully market growing volumes, the cooperation between KIKU® Northern and Southern Hemisphere Partners has now been extended. Counter seasonal exports go to KIKU USA, and help to develop emerging markets in Asia. Today KIKU® is experiencing strong demand all over the world. Almost 25,000 t are sold in 46 different countries. Consumers love KIKU® as it is superior both externally and internally, with higher fruit sugar – KIKU SUPER SWEET®. KIKU® is constantly creating innovative ideas in promotion and communication to raise the international profile of the brand. The 2015 photo contest “KIKU on Tour” involves global consumers and will result in a calendar ready right in time for the 25th anniversary of KIKU®. The contest is supported by strong promotional activities at point of sale. All these activities are constantly being integrated into our new Facebook-site and social media.”



Brands and products

KIKU®, the gourmet apple with a unique combination of sweetness-juiciness, crunchiness and freshness: KIKU® Super Sweet. KIKU® is healthy and practical, globally produced and enjoyed. The South Tyrolean company KIKU manages the global rights of this premium brand.

Production areas – licensed Partners in:

Europe: Austria, Germany, Greece, Hungary, Italy, Serbia, Slovenia, Slovakia & Czech Republic, Switzerland;

USA: Washington State, Pennsylvania, Michigan.

KIKU Southern Hemisphere: Chile, New Zealand, South Africa.

What's new in 2014:

www.facebook.com/kikuapples
KIKU @ Asia Fruit Logistica, PMA



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