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Opal® Apple is back and brightening the holiday season

Opal® apple returns for its sixth season for a limited time at select retailers across the U.S. and Canada. Available in both organic and conventional varieties, Opals are known for a distinctively crunchy texture, a sweet yet tangy flavor and a natural resistance to oxidation —making them ideal for holiday entertaining and healthy snacking going into the new year.

“We’ve had fans asking for Opal apples since this summer and are so excited to fulfill this insatiable consumer demand just in time for the busy holiday season,” says Keith Mathews, CEO of FirstFruits Marketing, exclusive distributor of Opal apples. “After last season’s incredible growth, we’re looking forward to continuing our wonderful retail partnerships and extending our distribution and supply of Opal.”



The Opal program is fully supported at retail with high-graphic packaging, point-of-sale materials and merchandisers. Opal will also execute a robust marketing campaign including participation in local events in cities around the U.S. to personally connect with consumers.

In addition, Opal will once again present its Youth Make a Difference Initiative, which funds youth-based initiatives serving communities in the U.S. where youth (ages 6-25) take leadership roles in the project. The initiatives must address food security and politics, nutrition, agriculture or education. Last season, the grants amounted to \$150,000 with more funding anticipated for the current season. Grant applications will be accepted starting in January at www.opalapples.com.

Grown in Washington, Opal apples are sold exclusively in North America by FirstFruits Marketing of Washington. This cross between Topaz and Golden Delicious stands out on the shelf with its lovely yellow color and great taste. Sweet to start with a tart finish, Opal has a satisfying amount of crunch in each bite. This Non-GMO Project verified apple is also highly resistant to oxidation making it less likely to brown. Available in limited quantities, Opal apples will likely run through March.

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