



Meet the Rising Demand for the **World's Tastiest Apple**

Get Ready to Sell Even More SweeTango® Apples
This Year With a Ready-to-go Toolkit



NO ORDINARY APPLE

The popularity of this apple cannot be understated. The irresistible sweet taste and satisfying crunch have attracted a devoted group of SweeTango superfans who scout out their favorite apple and buy big every time. They crowd social media every season, meticulously charting where SweeTangos are available and when they go out of stock.

Fans are eager to get their hands on as many SweeTangos as possible. Tap into this enthusiasm by increasing your purchase volume in November and December, you can increase store traffic and keep the fans coming back for more (and more and more).

SweeTango regularly sells more of its stock than any other club variety in the first two weeks of October. Continue this significant trend into November & December as consumers demand more SweeTangos every year!

Why Fans Crave SweeTango Apples

- Perfectly Sweet
- Lightly Spicy
- Juicy & snappy
- A mighty fine crunch

GETTING APPLES TO STORES FASTER—AND TASTIER

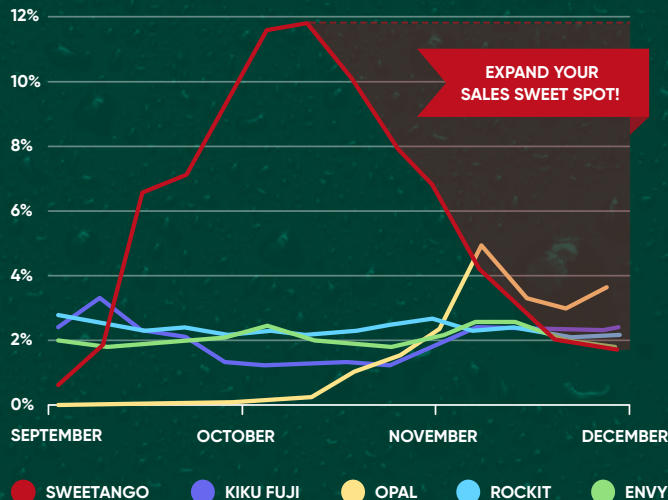
Our latest innovations get more SweeTangos to shelves at peak taste—and keep the superfans coming back for more.

- Updated storage techniques extend storage capabilities and duration, keeping volume high to meet increased consumer demand
- Cross-country growing and shipping will guarantee a delicious product from coast to coast
- New technology provides a pristine product, protecting taste and maintaining the highest quality of this extraordinary apple variety
- Continuing consumer marketing for stores and fans to help harness the magic of SweeTango





WEEKLY VOLUME DISTRIBUTION



KEEP SALES GOING EVEN AFTER NATIONAL APPLE MONTH

Thanks to our superfans, SweetTangos regularly top the charts when it comes to sales. But in the month of October, fondly known as National Apple Month, sales skyrocket. Increasing the availability of SweetTangos on your shelves into November and December means more apples for fans and more consumer traffic (and sales) for you.

The only problem is that once they're gone, no other apples seem worth buying

@RICKPEREZ473

My local stores haven't had them in a month. Once you eat Sweetango apples, the rest are boring!

@RONEMARKS

Any in the Wichita Falls, TX area?

@BETTY GIBSON

THE TOOLS YOU NEED TO ATTRACT SHOPPERS

Let the fans know that SweetTangos are back. We've developed a ready-to-use campaign package big enough to match the love for SweetTangos.

- ▶ New videos
- ✦ Fresh social
- 📦 Influencer swag box
- 😊 Partnerships with creators
- 💰 Awesome ads
- ▶ YouTube spots
- 🎵 Radio spots

Download all the goodies you need to bring the superfans to your shelves at www.sweetango.com/resources, including:

- 📱 Social posts and digital ads ready for your logo
- 📺 Video assets
- 📷 Photography
- 🔄 Digital marketing for online stores



CONVENTIONAL

2, 3 & 4 LB.



BUSHEL BOX

40 LB.



ORGANIC

2, 3 & 4 LB.

Contact your sales desk today and get your orders in and let the tastiest SweetTango season begin!

Contact Jennifer Miller,
Executive Director
(856) 7116-3428
jennifer@nbtcoop.com

Additional pack sizes available. Ask your sales desk.
Limited quantities of Organic available early in the season: