



October 7, 2009

## Media Release

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### The newest sweet & juicy apple makes its debut in Nova Scotia!

For Immediate Release

**COLDBROOK, NOVA SCOTIA, October 7, 2009** — A much sought-after new apple being sold under the name SweeTango™ will make its Nova Scotian debut Sunday, October 11 at The Maritime Fall Fair.

A cross between Honeycrisp™ and Zestar!™ varieties, SweeTango's™ satisfying “crunch” and complex flavour promise a superior apple-eating experience. Both sweet and tart with hints of fall spices, SweeTango™'s flavour, balanced by vibrant acidity, dances to a long and satisfying finish on the palate.

After more than a decade of development, the first very limited crop of SweeTango™ is being harvested this year and expected to be on sale at retail level in 2010.

The same apple breeders who released the Honeycrisp developed SweeTango™. The new apple will be grown and marketed by Next Big Thing, A Growers' Cooperative – a unique partnership of some of the most respected family-owned orchards in North America including Scotian Gold Cooperative in Coldbrook, Nova Scotia.

“It can take 30 years and 10,000 attempts to find a great-tasting apple,” said David Bedford, University of Minnesota apple breeder and key contributor in the development of



SweeTango™, Honeycrisp and Zestar! “Consumers who have tried the SweeTango™ apple in focus groups are telling us we’ve found something special with this new apple, specifically citing its complex flavour combination as a key attribute that sets this apple-eating experience apart from any other.”

The name SweeTango™ was chosen to reflect the harmonious flavour combination you experience upon first bite. The distinctive crispness and complex flavours of the apple promise to make it an immediate consumer favorite.

Harvested early in the growing season, SweeTango™ is a managed apple variety, which means only select, licensed growers can produce the fruit.

“As a member of Next Big Thing, Scotian Gold Cooperative is excited to start sharing SweeTango™ apples with the Atlantic Canada market,” said Dave Parrish, Vice President of Scotian Gold Cooperative, member of Next Big Thing, A Growers’ Cooperative. “SweeTango™ is unlike anything most people have ever tasted and we look forward to making it available for retail sale in 2010.”

Scotian Gold Cooperative Limited will sample SweeTango™ at the Nova Scotia Fruit Growers booth at the Maritime Fall Fair Sunday afternoon.

### **About SweeTango™**

- **Origin** – Developed by the same apple breeders at the University of Minnesota who released the popular Honeycrisp™. SweeTango™ has quite the “family tree” and is a cross between two very popular apples – Honeycrisp (mom) and Zestar!™ (dad) – yet it delivers its own unique flavour and tasting experience.
- **Flavor** – Juicy and sweet with hints of fall spices, SweeTango™’s flavor, balanced by vibrant acidity, dances to a long and satisfying finish on the palate. It also features the satisfying “crunch” of a Honeycrisp.
- **Appearance** – SweeTango™ is a blush apple with deep red coloration over a yellow breaking background.
- **Availability** – SweeTango™ will hit the shelves, in limited volumes, at select retailers beginning in fall of 2010. SweeTango™ is an early-season apple, harvested in early September.



### **About Scotian Gold Cooperative**

Scotian Gold Co-operative Limited is a producer-owned tree fruit co-operative. Scotian Gold was established in 1957 and is owned by 30 farmer members. The co-operative stores and packs 40 to 50 per cent of the apple production in Nova Scotia. Scotian Gold Cooperative Limited is the largest apple packing and storage operation in Eastern Canada, with fruit arriving from 55 apple growers across the province. The co-operative markets apples throughout Atlantic Canada, exports to the United States and the United Kingdom, and other parts of Canada.

### **About Next Big Thing**

Headquartered in Lake City, Minn., Next Big Thing, A Growers' Cooperative is a 45-member cooperative of family growers, spread over five time zones from Nova Scotia to Washington State, that will grow and market managed varieties of apples, beginning with SweetTango™. More information on SweetTango™ is available at [www.Sweetango.com](http://www.Sweetango.com) or follow SweetTango™ Apples on Facebook at Facebook.com/sweetango.

### **About the U of M Apple Breeding Program**

In 1908 the University of Minnesota created the Fruit Breeding Farm, now known as the Horticultural Research Center, on 80 acres near Victoria, Minn. Over the next century the farm grew to become the center of fruit research and breeding, particularly for northern climates. Apple varieties that have been named and released by the University include Fireside, Haralson, Honeygold and, more recently, Honeycrisp™ and Zestar!™

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*\*SweetTango™ is a registered trademark of the University of Minnesota for fruit of the Minneiska cultivar*

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