

get
caught
red
handed

RubyFrost[®]



RubyFrost[®] apples are the perfect balance of sweet and tart, deep and rich with a hearty crunch and ideal crisp texture. Developed by the apple craftsmen of Cornell University, RubyFrost[®] is one of the few variety apples available fresh in the winter months, as well as a superb baking apple thanks to its plump, luscious size.

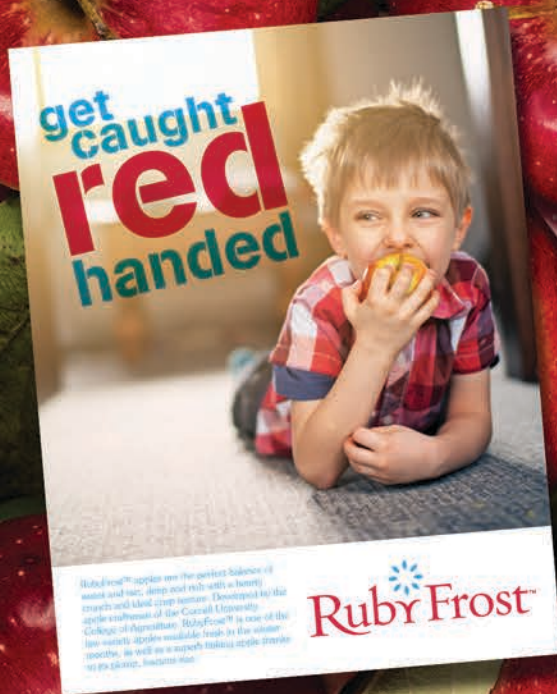
baker's little helper

RubyFrost® is the family apple, creating smiles and warming hearts with seasonal dishes. Ruby 'til you're red in the face.

don't get caught in the cold

Since our first harvest in 2011, we have sold out of every single RubyFrost® apple. Though a strong crop is projected for this season, RubyFrost's® delicious crunch and baking versatility means they'll go fast. Contact your RubyFrost® rep today to keep up on the trend.

reach for RUBY



By investing in our brand and allocating resources into consumer awareness and POS conversions, RubyFrost® offers the support our retail partners need. A robust digital presence works alongside features in national consumer publications and trades to entice consumers to your store and allure them to RubyFrost® once they're there.

RubyFrost®

think frost

- * First planted in 2011 as the offspring of Braeburn and Autumn Crisp.
- * Slow to brown and maintains crispness when cut open, making it ideal for fresh eating, baking, sauces and savory cooking.
- * Firm and crisp and juicy, with good sugar levels and moderate acid that provides a balance of sweet and tart.
- * Deep burgundy color and a reliable source of vitamin C, potassium, boron, dietary fiber and pectin.
- * Ripens later in the fall, stores well and improves in flavor with cold storage.
- * Available early to mid-January.



RubyFrost® is proudly grown in New York State
by the farmers of Crunch Time Apple Growers

www.crunchtimeapplegrowers.com