



## *Press Release*

# Crunchy apples convince European Consumers

## Tests at POS show that the customers prefer SmartFresh<sup>SM</sup>-apples

Paris, September 2007 – Consumers prefer apples that with the help of the SmartFresh-quality system are protected from a loss of quality and taste during storage to apples that are stored in an ordinary way. This is the result of comprehensive consumer tests in Germany, Belgium, Sweden and Poland which were presented by the manufacturer of the product, AgroFresh at the beginning of the harvest season. In the overall evaluation over 65 % of the persons questioned indicated that the SmartFresh-apple tasted better. In all countries the test persons said that crunchiness was the particular quality feature. Altogether 1,000 test persons in four countries participated in the tasting at the point-of-sale with apples that were stored in an ordinary way and SmartFresh apples. They were asked to evaluate the fruits according to criteria such as crunchiness, freshness and taste.

"The current consumer tests clearly prove once again the positive characteristics of the apples from the SmartFresh quality system", says Heiko Lembcke, retail manager at AgroFresh for Germany, Switzerland and Austria. "It is particularly impressive that customers from several European countries have tasted apples of various brands and origin and came to the same result: SmartFresh apples are crunchier and juicier than apples stored in an ordinary way and therefore also taste better."

During the tests carried out in German supermarkets with the brand Gala together with the market research institute AC Nielsen, two thirds of the 400 participants answered SmartFresh apple when

being asked which apple they preferred. On a scale from 1 to 5, they evaluated this apple with 4.3 points while the usual apple only received 3 points. Also with regard to juiciness and sourness the consumers clearly preferred the SmartFresh Gala to the compared apple which was stored in an ordinary way. In Poland, Sweden and Belgium the market researchers obtained similar results. The Swedish consumers who tested the Golden Delicious particularly popular in Sweden evaluated the fresh apple taste and particularly the acid content of the SmartFresh apple as something positive. The Polish customers who said they ate more than five apples a week especially preferred the SmartFresh apple because of its crunchy consistency.

The SmartFresh quality system is a procedure with the help of which ethylene-sensitive fruits are protected from the loss of quality and taste during storage and transport. It guarantees that the fruit keeps its freshness – from the harvest to consumption. Until today the SmartFresh-quality system for the treatment of fruits and vegetables is officially approved by the competent state regulatory authorities in 26 countries all over the world. In Germany the treatment of apples is officially permitted since 2005. Since February 2006, the active agent 1-methylcyclopropene (1-MCP) contained in SmartFresh is approved by the European food authority (EFSA) for all EU-member states after being examined. The goal of AgroFresh is to supply the consumer with fresh, crunchy and vitamin-rich apples during the whole year.

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