

envy™ 



This sensational new apple is the next in a long line of world-class apples launched by ENZA, one of the most innovative international apple marketers. The company that has already introduced the successful Royal Gala, Braeburn and Jazz™ apples, is excited to have another winning apple on its hands... **Envy™**

Appearance: The Envy™ is a drop dead gorgeous apple, with a full figured, intensely red skin, which belies its parentage as a Royal Gala/Braeburn cross. It is lightly russeted, which gives it a natural look, and has creamy, white flesh.

Taste: The Envy™ apple eats as fantastically as it looks, with a light crisp bite, and deliciously sweet flavour.

Storage characteristics: The Envy™ apple by ENZA is an extremely robust apple that stands up well to the rigours of the modern supply chain. Its exceptional

storage abilities mean that it has a naturally longer shelf life, which enables it to reach end consumers in superb condition.

Growing regions: Initial trial plantings have been made in a number of countries around the world and plans are under way to start planting commercial volumes in the United States, France and New Zealand initially.

Availability: The Envy™ apple is in the initial stages of commercialisation, with trees currently being planted. We anticipate the first volumes of fruit will be available for sale from 2010.



If you are interested in further information about the Envy™ apple or any other ENZA apples or pears, please email info@enza.co.nz



Fruit Varieties



Granny Smith

Appearance: The striking, bright green skin of the New Zealand Granny Smith hints at the deliciously thirst-quenching flesh within.

Taste: New Zealand Granny Smith, characterised by its crunchy, crisp and moderately acidic flesh, is certainly a favourite for most.



Jazz™

Exciting new variety exclusive to ENZA

Appearance: Bright orange-red stripes over a yellow background.

Taste: Very firm and crispy, juicy and sweet, with an aromatic zing.



Pacific Queen™

Appearance: Bright red blush with russeted lenticels and stem end.

Taste: Very sweet, rich flavour. Very crisp and juicy.



Fuji

Appearance: Fuji is a large, red striped apple with a pink background.

Taste: The pink to red blush and exceptional sweet flavour with crisp flesh, give New Zealand Fuji a special and very enjoyable taste.



Braeburn

Appearance: An attractive, partially red coloured striped variety developed in New Zealand. This large sized apple has become the major export variety to Europe.

Taste: An exceptional new taste with a clean, semi-sweet flavour. Braeburn's crisp, juicy flesh makes it an outstanding New Zealand apple variety.



Pink Lady®

Appearance: As the name suggests, the apple has a distinctly pinkish to red colour with a pale yellow background.

Taste: A creamy white flesh with an aromatic and moderately sweet acid taste.