



Press Release Pink Lady® Europe

New packaging for Pink Lady® Apples

Today, the non-profit association Pink Lady® Europe is launching its new packaging range at Fruit Logistica in Berlin. In future, retailers will be able to choose from three packaging options, after their new design was voted for in a consumer survey throughout Europe.

Avignon, 5 February 2020. Pink Lady® Europe is fundamentally changing its packaging with a new design and new materials. The three new packages are produced without single-use plastics in order to lower their environmental impact. The new design conveys Pink Lady® brand values: naturalness, enjoyment, sustainability, quality and excellence. Intense colours make the apples more noticeable on the fruit shelf and communicate their premium positioning. Thierry Mellenotte, Managing Director of Pink Lady® Europe, says about the new packaging: "We hope that this new environmentally friendlier and higher-quality design will further strengthen our customers' loyalty to the brand and impress apple buyers who are not yet familiar with the Pink Lady® taste experience."

Consumers determine the design

Consumers from seven European countries voted in a survey for the new packaging design of Pink Lady® apples. They chose from five versions: brand-new designs by European designers. The colourful spirals created by Spanish designer Martin Satí came out on top in all the countries surveyed.

The consumer survey confirmed the design's positive associations with the apple's taste and responsible production. The new design will now be applied to the current forms of packaging. The new packaging materials will all be swiftly launched with Martin Satí's new design.



New plastic-free packaging range

Pink Lady® is presenting three new compostable packaging options for four, six and eight apples to its European dealers: a 100% FSC-certified cardboard tray, a foil-sealed tray made of fully compostable materials and a compostable flow pack bag. As part of the change in packaging, the blister packing trays used for the sale of single apples have been made of cellulose since last season. All dyes used in the packaging are of plant origin, food-safe and compostable. Pink Lady® Europe anticipates that the conversion of its packaging will save a total of over 660 tonnes of plastic in the coming apple season.

The new plastic-free packaging will be available to consumers in European retail stores from February 2020. Retailers can now choose from the three new packaging options.

Pink Lady® is a registered and protected trademark.

This text, the press kit FruitLogistica and press photos for editorial use are available to download at:

<http://www.panama-pr.de/download/PinkLady-FruitLogistica.zip>

About Pink Lady® Europe:

For more than 20 years, over 2,600 growers, 90 sorting and packaging sites, 14 approved fruit distributors and 12 tree nurseries in France, Spain and Italy have been part of the non-profit association Pink Lady® Europe. The innovative model of a fair and mutually supportive community is a successful model for fruit growers and dealers, guaranteeing fair remuneration. All Pink Lady® Europe members are committed to responsible production and guarantee best and strictly controlled quality. Farmers apply themselves to their work with passion and maximum precision to offer all foodies apples with unique taste qualities.

More information on Pink Lady® is available at www.pinkladyeurope.com.

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