



THE SNAP IS BACK

MONSTER CRUNCH

SnapDragon® Apples

One bite from the SnapDragon® and you'll understand why this unique variety sells out so fast. Developed by the apple craftsmen of Cornell University and born from the seeds of Honeycrisp, SnapDragon® is extra sweet and bursting with juice and a hint of spice that gives the SnapDragon® its distinct, artisanal flavor.



THE APPLE FOR REAL LIFE

SnapDragon® is perfect for those living the SnapDragon® lifestyle—a life built on healthy choices, spending more to get something better, and trying the trendy new thing. Always pack a Snap.

SEEK THE SNAP

SnapDragon® apples have sold out every harvest since their inception. Though this year is shaping up to be a bumper crop (**up 50% from last year**), the short growing season and high demand mean they won't be here long. Contact your SnapDragon® representative today.

SNAP TO ATTENTION



SnapDragon® provides full support to our retail partners with eye-catching packaging and POS materials along with in-store demos and coupons that ensure your consumers make a snap decision. SnapDragon® will be featured by online tastemakers, in national publications like Saveur and Eating Well—all accompanied by a robust digital marketing campaign.



SnapDragon® is the official apple sponsor of Tough Mudder races across the USA, the embodiment of the SnapDragon® lifestyle. Patronage includes two Facebook Live events, each reaching over 250,000 people.

New Jersey - Oct. 7-8 So. Cal - Nov. 4-5 Houston - Nov. 11-12



◀ Competitor enjoying a SnapDragon® after the Mudder.

AWWWWW SNAP

- First planted in 2011 as the offspring of Honeycrisp, designed to ripen uniformly earlier in the season with good color development from reliable trees.
- Firm crunchy exterior, a spicy-sweet flavor, juiciness, moderate to high sugar levels and low to moderate acidity.
- Generally smaller in size but not flavor, bright red in color, has consistently firm texture, high soluble solids concentration, and a pleasant aroma.
- High level of crispness and flavor make it ideal for gourmet uses, snacks, salads and baking.
- Available mid-fall through the new year.



**SnapDragon' is proudly grown in New York State
by the farmers of Crunch Time Apple Growers**

crunchtimeapplegrowers.com