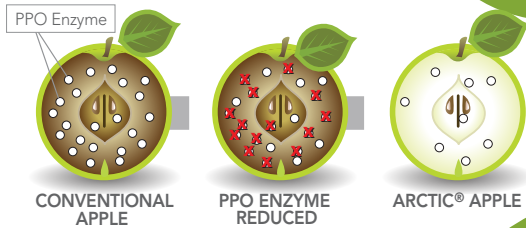




MAKING *The Perfect Fruit* EVEN BETTER

HOW APPLES BROWN

When an apple is cut, bitten or bruised, an enzyme called Polyphenol Oxidase (PPO) triggers the browning reaction



71% MORE

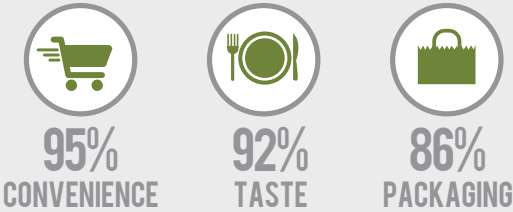
Kids eat 71% more apples when they're pre-sliced

40% WASTED

About 40% of apples grown are wasted

CONSUMERS LOVE ARCTIC® APPLES

After learning that the browning reaction can be turned off, the majority of consumers expressed interest in buying Arctic® apples



HOW DO WE STOP BROWNING?



One way to think of it

Using apples' own genes, we simply "turned off" the enzyme that makes apples brown when cut.



ARCTIC® APPLES ARE JUST AS **SAFE & HEALTHY** AS ALL APPLES

Convenient snack

Doesn't brown when bitten, sliced or bruised!

Likely better retains antioxidants and Vitamin C, which are diminished by browning

Another way to think of it



www.arcticapples.com



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