



Honeybear Chilean Honeycrisp Bonanza Expected

*Decade-Long Investment in Southern Hemisphere Pays Dividends with
Retail Program Expansion and New Market Possibilities*

Elgin, Minnesota, March 11, 2016 – More than ten years after investing in Southern Hemisphere Honeycrisp, Honeybear Brands is reaping dividends with a record harvest of Chilean Honeycrisp that will allow the company to expand its program with existing retailers and open new markets in 2016 and beyond. The Minnesota-based grower and developer of premium and new varieties will ship more than a quarter of a million cases of Honeycrisp apples with the first arrivals landing on both east and west coasts in late April.

“Ten years ago we had a long-term vision,” says Don Roper, vice president, Honeybear Brands. “We wanted to create year-round supply of premium flavored Honeycrisp for our retail partners. As Honeycrisp is a site-specific variety with very particular soil and micro climate requirements, we identified and invested in the best southern hemisphere growing regions to produce the best apple. After painstaking care and ongoing investments, we are now realizing that vision with our young orchards maturing and producing incredible fruit in volume with high color, unparalleled texture and exceptional taste.”

As retailers have experienced and consumers are now learning, late storage domestic Honeycrisp apples harvested in fall and then stored can lose both pressure and flavor at this time of year. With the addition of its orchards in Chile, Honeybear Brands is the only company growing Honeycrisp in both North and South America, and capable of providing retailers with a year round 'fresh crop' flavor of Honeycrisp.

Honeybear Brands and parent Wescott Agri Products was granted production and commercialization rights for the Chilean Honeycrisp by the University of Minnesota, developer and owner of the original variety. The company was one of the first to grow Honeycrisp in Washington state and Chile, and is widely recognized as the premier Honeycrisp label in the United States.

"Our retailers readily anticipate the arrival of Honeybear's Chilean Honeycrisp crop as they know their customers can look forward to an exceptional apple eating experience and fresh-picked flavor in early spring, through summer as well as the traditional fall season," adds Roper.

For more information visit www.honeybearbrands.com or contact Honeybear at 952-746-1315

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About the Honeycrisp Variety

The well-loved Honeycrisp variety was first designated in 1960, patented in 1988 and made available to customers in 1991. In recent years, thanks to its unique blend of crunch, crisp flesh and a mixed sweet/tart flavor profile, the Honeycrisp variety has become an in-demand favorite of consumers, cooks, apple-lovers and the retailers that sell it. A challenging variety to grow, Honeycrisp requires the right microclimate to maximize production, yield quality and flavor.

About Honeybear Brands (www.honeybearbrands.com)

Honeybear Marketing is the marketing arm for, and a wholly-owned subsidiary of Wescott Agri Products. Honeybear is a leading grower and developer of premium apple varieties. The company started as Wescott Agri Products, a family run apple orchard in the early 1970s. From that early start several generations ago, today Honeybear still

employs the same hands-on, personal attention to each and every apple variety produced through the Honeybear Apple Varietal Development Program. Honeybear is the leading provider of Honeycrisp apples in the Northwest region and offers complete domestic and global supply integration from varietal development to growing, packing, shipping and retailer support.