

# ***Bite into a new “slice” of apple marketing in Kings County***

Crisp, scrumptious, delicious, fresh and healthy - a new, Kings County-produced snack is on the market that will stimulate your taste buds and help keep the doctor away!

And this new snack is...sliced apples! Scotian Gold in Coldbrook has discovered a new way to put an age-old snack back in the kitchen and the lunch bag! Simple in concept and in name - Sliced Apples - the product is packaged so people can just open a bag to enjoy this tasty snack.

“It’s simply an apple cut up,” says Alan Stewart, Scotian Gold’s manager of production and product development. “The problem with cut-up apples is they go brown. We use a simple product made up of vitamin C and calcium to keep them from changing color. It’s just like a glorified lemon juice.”

The concept of Sliced Apples arose with the development of the compound Nature Seal, which is calcium ascorbate or ascorbic acid (vitamin C) combined with calcium. When the apple slices are dipped in the solution, the browning process is slowed dramatically.

“With a whole apple, the skin protects the fruit. But once the skin is removed, there is no protection against browning,” says Alan. “This solution neutralizes the enzyme that causes browning.” When refrigerated, Sliced Apples have a shelf life of up to two weeks.

Eating Sliced Apples is similar to munching a bag of chips - it feels like true snacking but is healthy! And kids typically like apples cut up as they are easier to hold and bite. The 60 gram bag makes an ideal recess snack, and is already carried in some Kings County and metro schools.

“When people are telling us they like their apples sliced, we want to give them what they want,” says Alan. “It’s a matter of convenience and of people realizing the importance of a healthy snack.”

For Kings County, the more the market for apples increases, the better for local farmers who provide fruit to Scotian Gold. The production of Sliced Apples provides the plant with an opportunity to grow its market.

“The apple industry is a very important part of Kings County,” says Alan. “The bread and butter of an apple-packing plant are its three and five-pound bags. Research tells us if you make the product convenient for people on the go, it will also help increase the sale of bagged apples.”

Apple Slices are great straight from the bag, as part of a fruit salad, or even with a caramel dip. The product is available in three sizes – snack size, a slightly larger 100 gram bag, and the re-sealable 750 gram size. All are available at Scotian Gold’s Country Store.

For people on the go, Apple Slices make a great choice. Not only are they eating a healthy, tasty snack, they are supporting the Kings County apple market and enjoying a truly local food!



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