

Elbe-Obst: Press release for Fruit Attraction 2025

Elbe-Obst presents Pompur® at the Fruit Attraction

For the first time, Elbe-Obst will present the ECARF-certified allergy-friendly new apple brand Pompur® at the Fruit Attraction in Madrid at its booth in the German Pavilion in Hall 8. Pompur® is a registered trademark of the Lower Elbe Breeding Initiative (ZIN) for the apple varieties ZIN 168 and ZIN 186, which have been certified by the European Centre for Allergy Research Foundation (ECARF) as suitable for allergy sufferers. ZIN 186 is harvested at a later point and marketed for a longer period than the earlier ZIN 168 to ensure long-term availability. The first commercial product will be launched in mid-November 2025. Fruit growers, producer organizations such as Elbe-Obst, and wholesale companies are involved in the ZIN.

As well as presenting the new Pompur® brand for the first time, the producer organization is using the trade fair in Madrid mainly to promote exports of Red Prince® and other varieties such as Gala. This combination of a long-term average increase in apple harvests of around 7 percent in the Alten Land region and 3.9 percent in Germany, combined with a constant European harvest volume, opens up export opportunities. Red Prince® takes center stage at Elbe-Obst, as the marketing and export strategy has always been based on year-round supply. Using sophisticated storage techniques such as CA/ULO and DCA storage, Elbe-Obst can offer its export customers a supply from one harvest through to the next. Red Prince® represents about 20% of Elbe-Obst's harvest volume.

Similar to Red Prince®, storage and sorting techniques for cherries from protected cultivation have been optimized over the course of many years, enabling Elbe-Obst to reliably organize delivery programs lasting several weeks in the late marketing window for export.

To kick off Fruit Attraction, Sweetango's European marketing companies will be holding tastings at their booths on the first day of the trade fair as part of a pan-European campaign, including the Elbe-Obst booth in the German Pavilion at IEC Berlin. IEC Berlin is responsible for organizing the official German participation in international trade fairs on behalf of the Federal Ministries of Economic Affairs and Climate Protection and Food and Agriculture.

In addition to the established varieties, which include Red Prince, Kanzi, Elstar, Jonagold, Braeburn, and Gala, Elbe-Obst showcases further innovations with Fräulein, Rockit, Kissabel, and the Xenia pear:

The most important variety project of German fruit growers is Fräulein. Fräulein, a DOSK brand, was discovered in Germany and is produced in all domestic growing areas, including Elbe-Obst. Fräulein is entering its fifth marketing season and has become firmly established in food retailing in just a few years. In a consumer survey conducted by AMI in February 2025 to determine awareness of apple varieties, around 30 percent of respondents said they were familiar with the Fräulein apple brand. This is an extremely satisfying result that was achieved in a very short time. This shows the high level of brand recognition of Fräulein.

Rockit® is the only miniature apple recognized by the EU that can be marketed as Class 1 even in small calibers below 60 mm. Rockit® is grown in northern and southern Germany. It is sold by Red Apple Germany GmbH, a joint sales organization of the German apple-growing regions for Rockit® and Kissabel®. Rockit® is the only authentic snack apple on the market, both internationally and in Germany, that not only scores points for its small size but also for its smaller, quite edible core and sweet taste.

The Kissabel® umbrella brand for red-fleshed apple varieties followed up on the Halloween promotions by focusing on baking with red-fleshed apples. The Baking Red Event was developed for this purpose and was widely advertised both at the POS and via social media with the claim “BACKEN & GEWINNEN” (BAKE & WIN). Consumers were encouraged to bake with Kissabel apples and to upload the recipes with photos to www.bakingredevent.de. The winner received a red Kitchen Aid. The “Big Idea” was used in communication for the first time: As an unimaginable, striking, and unmistakable symbol of red meatiness, a red-tinted EMU was used on all advertising media with the claim “UNIMAGINABLE?”

In addition to the apple brands, Elbe-Obst is also showcasing the xenia® pear at its trade fair stand. The exclusive trademark and distribution rights have been held by DOSK since 2022. The brand relaunch took place in Madrid in 2023. The innovative marketing strategy, in which the pear is turned upside down, specifically appealing to new pear consumers. The message: Local fruit is not only better for the environment but also the tasty answer to the modern market and the trend towards snackification. In addition to eye-catching PR campaigns, Xenia® is also using TV advertising for the first time this season. This makes Xenia® one of the few fruit varieties to position itself as a TV brand. The Elbe-Obst growers have planted xenia® in recent years so that the production volume on the young plants will increase annually.

Contact Person

Jens Anderson

janderson@elbe-obst.de

+49 170 9218953

Merle Tiedemann

metiedemann@elbe-obst.de

+ 49 4141 9531-62

Elbe-Obst Erzeugerorganisation r.V.

Bassenflether Chaussee 4b

21723 Hollern-Twielenfleth