



Elbe-Obst: Press release Fruit Attraction 2026

Elbe-Obst presents Pompur® at the Fruit Attraction

For the second 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. Fruit growers, producer organizations such as Elbe-Obst, and wholesale companies are involved in the ZIN.

As well as presenting the new Pompur® brand, the producer organization is using the trade fair in Madrid mainly to promote exports of Red Prince® and other varieties such as Gala. 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.

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. DOSK is the Fruit Variety Consortium of Germany, in which all German apple producer organizations participate. Fräulein is entering its seventh marketing season and has become firmly established in food retailing in just a few years. In a consumer survey conducted by AMI in February 2026 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 number of Rockit trees in Germany is currently being doubled due to the success of the snack apple.

The umbrella brand Kissabel® for red-fleshed apple varieties is launching with Halloween promotions and shifting the focus to baking with red-fleshed apples during the Christmas season. To this end, the "Red Creation" event was launched, promoted both at the point of sale and via social media. Consumers were invited to bake with Kissabel apples and upload their recipes—along with photos—to www.redcreations.de. Prizes include tickets to the *Moulin Rouge* musical, specifically exclusive "Sparkling Diamond" tickets. The campaign once again employs its "Big Idea": a red-colored emu—serving as an extraordinary, eye-catching, and distinctive symbol for the red flesh—is featured on all promotional materials alongside the slogan "UNIMAGINABLE?". Additionally, a social media challenge is being launched in which participants must post their reactions upon slicing the apple. Prizes are available here as well, including an iPhone 17.

DOSK has secured the market launch of Cosmic Crisp for Germany. Consequently, fruit growers associated with Elbe-Obst have also planted significant quantities of this variety since 2025. With its firm flesh and uniform coloring, the "Cosmic Crisp" variety ideally complements our existing portfolio. Through high-quality marketing of "Cosmic Crisp" and the variety's outstanding product characteristics, we anticipate an enhancement of our entire product range on the German market.

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 Elbe-Obst growers have planted xenia® in recent years so that the production volume on the young plants will increase annually.

Elbe-Obst: The "Altes Land" fruit-growing region stretches northwest of Hamburg along the left side of the Elbe River lowlands. Fruit cultivation in the nutrient-rich soils of the Elbe glacial valley has a tradition of over 600 years. The Elbe-Obst Producer Organization, founded in 1968, is an association of 300 fruit growers who cultivate primarily pome fruit, stone fruit, and berries on approximately 5,500 hectares. With the Elbe-Obst Vertriebsgesellschaft mbH (Elbe-Obst Sales Company), established in 1994 in partnership with trading companies, cultivation and marketing are offered from a single source. Elbe-Obst supplies the food retail sector, the export market, the processing industry, and the convenience sector. Apples are the main product.

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