



THE *Apple Oracle*<sup>®</sup>



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# THE GROWER'S GRANGE

This winter has been a positive one for our trees. Temperatures stayed consistently cold without dramatic fluctuations, which helps prevent premature thawing and protects the trees during dormancy. We also saw significantly more snow coverage compared to recent years. The blanket of snow acts as a natural insulation, keeping the ground colder longer and preserving the trees' winter rest.

With Lake Erie freezing over completely, signs are pointing toward a later spring, which is good news. An early warm-up can trigger trees to wake too soon, causing frost damage, so a slower transition into spring will help set the stage for a healthier growing season.

March marks the start of pruning season, an essential part of orchard management. Pruning opens the canopy to better sunlight and air circulation, supporting fruit development while maintaining overall tree health. This process takes about 2-3 months, typically wrapping up between late May to early June.

Looking ahead to spring, we'll be planting approximately 10,000 new Sunpunch™ trees near the end of April. This vibrant new variety was introduced last year, and we're so excited to add this to our orchard this spring.



## CATCH US AT THESE TRADESHOWS

We're hitting the road! Here's where you can connect with us this spring, and stay tuned for more stops in our next newsletter.

TRADESHOW	DATE	LOCATION	BOOTH #
<u>Canadian Produce Marketing Association (CPMA)</u>	April 28-30	Toronto, ON	1131
<u>Sweet and Snacks Expo</u>	May 19-21	Las Vegas, NV	4109
<u>KeHE Holiday Show</u>	June 10-11	Chicago, IL	TBD
<u>Summer Fancy Food Show</u>	June 28-30	New York, NY	4301

# MARKET OVERVIEW

At Martin's, we know that staying ahead of market trends in fresh apples and apple-based products is key to understanding evolving consumer needs. That's why we continuously monitor multiple data sources to maintain a data-driven perspective.

Recently, we analyzed Canada's single-serve applesauce category using Nielsen Retail Measurement data to provide a comprehensive overview of the category performance. Here are some of the key insights:

In 2025, Canada's single-serve apple sauce market continued its upward trajectory, reaching 20.7 million units and \$100.9 million in sales. This represents year-over-year growth of +8% in units and +10% in dollar sales, signaling strong consumer demand for convenient, fruit-based snack options.

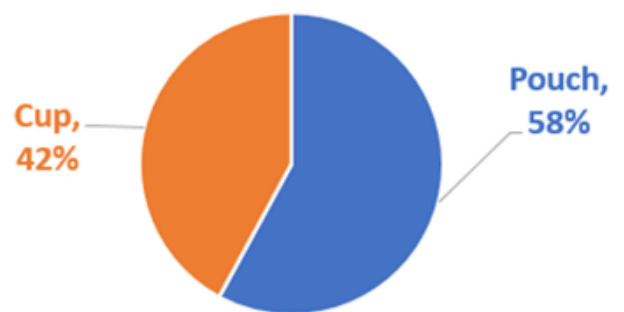
A closer look at packaging formats reveals that pouches are the primary engine driving category growth. Pouch sales reached 11.99 million units (+10% YoY) and \$73.7 million (+12% YoY), significantly outperforming cups, which grew more modestly at +5% in units and +4% in dollars.

This performance gap between Cups and Pouches suggests a clear consumer preference for pouch-based apple sauce due to portability, ease of use, and convenience.

This may suggest that prioritizing pouch assortment and fostering innovation presents a significant opportunity to capitalize on this consumer shift and enhance overall category performance.

*Source: Nielsen Retail Measurement, Canada - Item Ranking, December 2025.  
Insights are based on tracked retail channels and do not reflect total market activity.*

Single-serve apple sauce sales by packaging format (in units)



*Source: Nielsen Retail Measurement. Dec. 2025.*

# Fresh Look, Same Great Taste

We're rolling out refreshed packaging and new flavour options, giving each item a fresh look that matches the quality and care inside. We'll be adding three new Apple Snack flavours: Birthday Cake, Caramel Apple and Butterscotch Banana. The launch will also be paired with kid-friendly packaging across the entire portfolio.



# INNOVATION

Innovation is always growing in our orchard. Apple Sticks® will be launching this spring in a convenient tube format that's perfect for lunchboxes, backpacks, or gym bags.

## EASY TO CARRY, EASY TO OPEN, EASY TO LOVE

- No refrigeration needed
- Less packaging
- 25 calories per Stick
- Simple ingredients and No Artificial Anything!™
- Try Apple Sticks® as a healthy frozen treat!



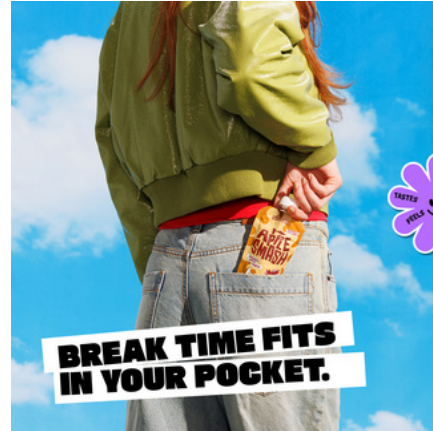
Flavour	Retail Format	Master Case
	<b>Orchard Duo Carton</b> <b>12 x 56g</b> <ul style="list-style-type: none"> <li>• 6x Apple Apple</li> <li>• 6x Strawberry Patch</li> </ul>	6 x 12pk Master
	<b>Orchard Duo Carton</b> <b>12 x 56g</b> <ul style="list-style-type: none"> <li>• 6x Mucho Mango</li> <li>• 6x Banana Burst</li> </ul>	6 x 12pk Master
	<b>Party Duo Carton</b> <b>12 x 56g</b> <ul style="list-style-type: none"> <li>• 6x Birthday Cake</li> <li>• 6x Caramel Apple</li> </ul>	6 x 12pk Master
	<b>Party Duo Carton</b> <b>12 x 56g</b> <ul style="list-style-type: none"> <li>• 6x Birthday Cake</li> <li>• 6x Caramel Apple</li> </ul>	6 x 12pk Master
	<b>Party Duo Carton</b> <b>12 x 56g</b> <ul style="list-style-type: none"> <li>• 6x Birthday Cake</li> <li>• 6x Caramel Apple</li> </ul>	6 x 12pk Master
	<b>Display Caddy</b> <b>24 x 56g</b> <ul style="list-style-type: none"> <li>• One flavour: Apple Apple, Caramel Apple or Banana Burst</li> </ul>	3 x 24pk Master



# APPLE SMASH®

## DIGITAL CAMPAIGN

Last fall, we launched a national digital advertising campaign to build awareness and encourage trial of Apple Smash®. Positioned as a convenient, on-the-go snack for young adults, the campaign generated strong and consistent engagement across channels. From October 2025 through January 2026, paid media delivered over 17.9 million impressions and 161K engagements, while growing our social community by 1.2K new followers across Instagram, Facebook, and TikTok.



Throughout the campaign, Apple Smash® maintained broad reach and consistent engagement across platforms. Google Ads, achieved a 2.95% click-through rate, well above industry benchmarks, while key urban markets including Toronto, Montreal, and Vancouver showed strong traction.



With broad reach and meaningful engagement, Apple Smash® continues to build momentum with consumers and at retail.

**Impressions**

**+ 17.9M**

**Engagement**  
(Clicks, Views, Interactions)

**+ 161K**

**Followers**  
IG, Facebook and TikTok

**+ 1.2K**

### Google Ads

**Top Headline**

Quick Snack, Big Flavour

**Description**

Apple Smash: the tasty, wholesome snack that fits your busy lifestyle



TOP IMAGE



TOP VIDEO

**Top Content**

IMAGE  
+18.7K Impressions  
+850 Clicks

VIDEO "BASKETBALL"  
+994K Impressions  
+18.5K Clicks

## APPLE VARIETY SPOTLIGHT

**Sun  
punch™**



We're excited to present Sunpunch™! Loved for its crisp texture, juicy bite, tropical notes, and vibrant tri-colour skin, Sunpunch™ is a favourite for fresh eating and snacking.

As one of the newest varieties to shake up the category, it has an impressive shelf life, staying fresh and flavourful long after harvest. With over 100,000 trees already planted across Canada, including new trees that we'll be growing in our own orchards, this is just the beginning for Sunpunch™.

**EMERALD  
CRISP™**



Say hello to Emerald Crisp™, a new apple variety! Developed as a signature green apple, it features vibrant emerald skin, crisp texture and refreshing bite.

The traditional green apples like Granny Smith are harvested too late to grow in our cooler Canadian climate, which has led to importing millions from the U.S. each year. The Emerald Crisp™ provides a superior eating experience, high acidity, excellent shelf life, and a uniquely Canadian alternative. Known as "Canada's Green Apple."

Want a taste of the new varieties? Reach out to our Sales Team to learn more, request samples, or discuss program details.

# APPLES, WE HAVE THEM...

Projected **completion** dates of the 2025 crop season



**GALA**  
Ontario Crop ends in May  
World Apples begin in May



**HONEYCRISP**  
May



**GOLDEN DELICIOUS**  
May



**AMBROSIA**  
May



**RED DELICIOUS**  
June



**FUJI**  
July



**CORTLAND**



**EMPIRE**



**PINK LADY®**  
February



**CRIMSON CRISP**  
February



**MCINTOSH**  
March

Get ready—**World Apples®** are making their return this May!



# APPLE GROWERS. APPLE KNOWERS.®



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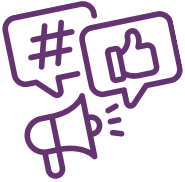


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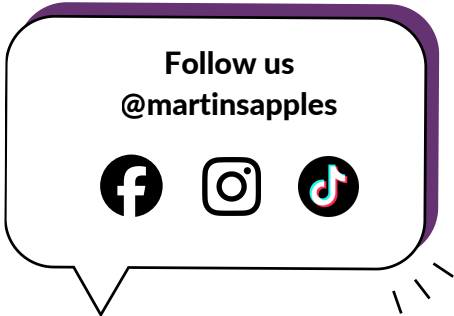
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## TALK TO OUR APPLE ADVISORS!



### GET SOCIAL WITH US

Stay up to date with everything happening at Martin's by following us on social media. From product updates to behind-the-scenes moments, there's always something to discover!



TALK APPLES WITH US.  
**#martinsapples**