

New apple variety set to revolutionise the English apple season

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A new English apple variety that 'matures in taste like a fine wine' is set to transform the UK apple industry and delight shoppers.

The Red Prince will offer shoppers the superb taste of a high quality English apple - but in spring instead of autumn thanks to its unique structure and the very latest storage technology.

The apple, which is grown in Kent, will go on sale this week at Tesco stores across the UK.

Tesco's Master of Apples John Worth said: *"There's nothing quite like the taste of a classic English apple to excite and delight the taste buds."*

"However, as the English season doesn't start until August the Holy Grail for growers has been to come up with a variety that holds its freshness and taste whilst it is put into cold storage during the winter months."

"Our grower has gone beyond that and found a new variety that actually improves in taste whilst it is dormant."

"The great thing about the Red Prince, which is a natural cross between the Golden Delicious and Red Jonathon varieties, is that it offers exceptional flavour. It has a tangy, sweet taste and is large and firm."

"Somewhat like a fine wine, while it sleeps, its flavour and texture are enhanced as the natural sugars and acids mature to elevate the eating experience of this premium apple."

It is packed with juice under a deep red skin which makes it ideal for longer term storage through the winter months.

The Red Prince is exclusively marketed by Kent based fruit growers Adrian Scripps who are one of the largest growers of apples in the UK.

Adrian Scripps managing director James Simpson explained the science behind the breakthrough.

He explained: *"We use the very latest storage technology to put the apple to sleep by lowering the levels of oxygen and carbon dioxide in the cold store to ultra-low levels."*

"Apples are monitored daily for any change in the skin colour, which can indicate that the levels are incorrect and are putting the apple under stress."

"Oxygen levels are set at an optimum level found for the apple to store longer. This is different than normal storage where a standard regime is used that is not bespoke to the fruit in store."

ENDS

Note to editors:

Tesco trialled the Red Prince in a few stores last year and feedback from customers was excellent which is why we have put them on wider distribution this year.

In recent years Tesco has brought in many fruit innovations including:

- Surprise apple with pink flesh
- Raspberry Ripple apple with red flesh
- Rubens apple – with unique flesh giving it an 'easy crunch' texture
- The Avozilla – giant avocado
- 1st English apricots
- 1st white asparagus
- 1st English watermelons
- 1st seedless clementines

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