



THE TASTY, REFRESHING, NON-BROWNING APPLE
GREENSTAR®

**NATURE'S ANSWER
TO YOUR BUSINESS
CHALLENGE.**



GREENSTAR® GROWN TO BE UNIQUE

Greenstar® is a cross between Delbaresital and Granny Smith.

What makes Greenstar® such a great apple? It's unique characteristics!
The taste: full, fresh, and a little sweet.

The texture: firm, crispy and extremely juicy.

And of course, the colour: bright green outside; white and fresh inside.

Greenstar® apples stay this way, even after cutting!

Greenstar® thus not only meets the demand of the European Fruit Industry, but also meets the growing requirements with regard to **regionality, traceability and product quality.**



ATTRACTIVE BRIGHT COLOUR

NO OXIDATION

RETAINS ITS FIRMNESS AND JUICINESS

CONTAINS A LOT OF VITAMIN C

A CROSS BETWEEN DELBARESTIVAL AND GRANNY SMITH

HIGHEST QUALITY STANDARDS



TRENDS IN THE MARKET

Consumers want to **live and eat healthy** but do not want to spend a lot of time in the kitchen. Also professional chefs and caterers are demanding time efficient food prepping solutions. Nutritious, natural, ready-made options become more and more available for consumers and food professionals alike.

With regards to apples, these developments imply **a few challenges for the industry:**

- Keep apple slices **fresh** and **free of discolouring** without using any additives
- Maximize **shelf life**
- Use apples that are **easy to process** industrially
- Provide **maximum taste**



GREENSTAR® IS THE PERFECT APPLE FOR YOUR BUSINESS

The qualities of the Greenstar® apple perfectly meet the demands of the market and the challenges faced by companies in the fresh cut industry and hospitality business:

- Beautiful bright green skin and white flesh:
High vitamin C & anti-oxidant levels prevent oxidation!
- Retains its **firmness and juiciness for a long time**
- Full taste and delicate, **crunchy** bite
- 100% **natural**

Thanks to its long shelf life, crispy flesh and lasting fresh colour, Greenstar® is ideal for meal preparation. And it is perfect for the processing of convenience concepts such as pre-packed apple slices or fresh cut salads.



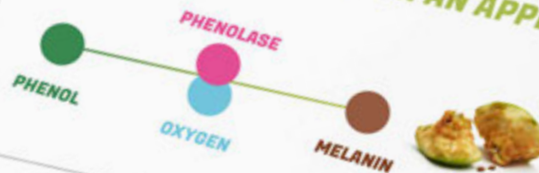
The Greenstar® logo can be used to label your products.

HOW DOES THE GREENSTAR® STAY SO INCREDIBLY FRESH?

Apples go brown when the cells of the apple are damaged, for example when an apple is being sliced. This releases an enzyme (polyphenol oxidase – PPO) that oxidizes polyphenols in the apple's flesh. This process is known as enzymatic browning and causes the discolouring.

Greenstar® has a unique composition of high vitamin C and anti-oxidants levels, that considerably slow down the browning. The apple stays bright, firm, juicy and fresh.

BROWNING PROCESS IN AN APPLE



GREENSTAR® APPLES



INSPIRATION

Greenstar®'s freshness, crunchiness and it's non-browning properties make it highly suitable for healthy, tasteful dishes, salads, in-between snacks, fruit juices or as a garnish.

Visit www.greenstarapple.com for inspiration and mouth-watering recipes.

Have you come across a good Greenstar® recipe? Share it with us at contact@greenstarapple.com



GREEN PUNCH



MINTY APPLE JUICE



FRESH WALDORF SALAD



CUCUMBER SALAD WITH APPLE AND BANANA



CRESS STUFFED APPLE SALAD



FRESH APPLE-MINT SORBET

GREENSTAR® THE PERFECT APPLE FOR YOUR FRESH-CUT OR FRUIT-SLICING CONCEPT



**FOR MORE INFORMATION:
CONTACT@GREENSTARAPPLE.COM
WWW.GREENSTARAPPLE.COM**

**GREENSTAR® IS A REGISTERED TRADE MARK
OF GREENSTAR KANZI EUROPE (GKE NV).**