

SnowSweet® Apple

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SAVOR THE SWEET™



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University of Minnesota
COLD HARDY EXPERTISE

The University of Minnesota is known worldwide for its expertise in cold hardy variety research. For generations, dedicated fruit breeders and researchers have persevered in the discovery of the highest quality, cold hardy apples that thrive in harsh conditions of extremely cold winters and hot, dry summers.

At the Horticultural Research Center, part of the U of M Minnesota Landscape Arboretum, breeders evaluate thousands of seedlings and trees each year for numerous varietal characteristics, including fruit size and quantity, appearance, taste, texture, and aroma. Scientists also help growers adopt strategies to improve winter survival, pest management, and high-quality fruit production.

Since 1878 when breeding efforts began, the U of M has introduced 26 new apple varieties, including the internationally acclaimed Honeycrisp™ Apple.

Zestar!® and SnowSweet® Apples join a family with true quality heritage. As shining examples of the U of M's cold hardy breeding expertise, they have the hardiness to perform well in cold climate apple-growing regions.

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Find a nursery licensed to propagate and sell these patented and trademarked trees; SnowSweet® Apple (Wildung cultivar USPP 19,446) and Zestar!® Apple (Minnewashta cultivar USPP 11,367). While propagation is increasing rapidly, we recommend you order early since these recently introduced trees are in high demand.

Download descriptions and pictures for websites, catalogs, or publications.

Learn more about other U of M apple varieties.

SnowSweet®, Zestar!®, and Honeycrisp™ Apple are trademarks of the University of Minnesota.
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Zestar!® Apple

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CRUNCH INTO ZESTAR!™



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ZESTAR!® APPLE

GREAT CRISP TASTE

The most outstanding feature of the Zestar!® Apple is its sprightly sweet-tart taste with a hint of brown sugar. Unlike other early season apples that soften quickly, Zestar! is juicy, with a light, crisp texture. Your customers will truly enjoy a zesty flavor and crunch.

GOOD EYE APPEAL

Zestar! presents an attractive 60-85 percent red depending on exposure to the sun. Where fruit is exposed to the sun, an eye-appealing bright rosy-red blush develops. The appetizing look of Zestar! will attract customers' eyes.

EXTENDED STORAGE LIFE

The great taste and crispness of Zestar! lasts for two months in refrigeration. Consumers will enjoy an apple with a zesty crunch, after hours in a lunchbox, or weeks in a refrigerator.

INCREASE EARLY SALES

Zestar! ripens early: in late August to early September, two weeks before Honeycrisp™. When people learn a great tasting, early season apple is available, they will ask for Zestar!



Apple Characteristics

Characteristics	Zestar!®	SnowSweet®
Features	High fruit quality Cold hardiness	High fruit quality Cold hardiness Flesh very slow to oxidize
Flavor	Sweet-tart balance Brown sugar overtone	Sweet Rich overtones
Texture	Light. Crisp. Juicy	Fine. Firm to crisp
Best Regions	Northern U.S. & Canada. Cooler climates suited to growing Honeycrisp™	Northern U.S. & Canada. Cooler climates suited to growing Honeycrisp™
Growth Habit	Upright to spreading	Somewhat pendant (drooping)
Vigor	High in early years Moderate as matures Attains spur-type habit	Moderate
Bloom	Early	Mid
Ripening Season	Early	Late
Size	3 inch average (7.6cm.)	3 inch average (7.6cm.)
Color	60-85% red	70-85% bronze-red blush
Fruit Adherence	Good. Usual harvest 2 pickings	Good
Scab Response	Susceptible	Average to above average resistance
Fire Blight Response	Moderate resistance	Above average resistance
Storage Life	2 months	2 months
Culinary Use	Excellent for fresh eating and cooking	Excellent for fresh eating, snack trays, salads, sauces

SNOWSWEET® APPLE

SAVORY TASTE

The SnowSweet® Apple has a sweet flavor with a slight tart balance and rich overtones. These apples have been described as sweet, yet almost buttery. Great taste is definitely the best characteristic of SnowSweet. They have a flavor your customers will savor.



APPETIZING APPEARANCE

On an oblate, average 3 inch diameter fruit, SnowSweet develops an eye catching 70-85 percent bronze-red blush over a green-yellow background. Whole or sliced, SnowSweet will appeal to customers.

LONG LASTING WHITE FLESH

SnowSweet has a special trait. Its firm, snowy white flesh is very slow to oxidize and turn brown after being cut. Consumers will love being able to prepare SnowSweet in advance and later serve appetizing snacks or salads.

EXTENDED SALES SEASON

SnowSweet ripens late: in mid-October, typically two weeks after Honeycrisp. This timing offers harvest time diversity. Plus, late season shoppers will enjoy SnowSweet and extend your selling season.

**Be sure you crunch into the potential of Zestar! and savor the sweet success of SnowSweet.
CONTACT YOUR NURSERY AND ORDER EARLY.**