## SMITTEN APPLES

Smitten® apples are annually promoted as a snack on Valentine's Day, continuing the marketing theme of love and having lasting favor for the fruits.



Smitten is a modern apple variety, developed in New Zealand.

Apples are high in both Vitamin C and Fiber.

Americans eat more apples per capita than any other fruit. The average American eats about 16 pounds of fresh apples and 28 pounds of processed apples like juice, cider, or sauce, for a total of about 44 pounds per person per year.



