

FOR IMMEDIATE RELEASE

# Opal Apples Arrive in Time for the Holidays

*Youth Make a Difference continues to give in 2014*

YAKIMA, WA – November 17, 2013 – [Opal apples](#) will be kicking off the season of great tasting and inspired giving one month earlier this year. Arriving just in time for the holiday season, Opal and FirstFruits Marketing will leverage the holiday giving spirit with a tagline of “taste the difference, make a difference” and will be donating a portion of all Opal apple sales to charity through its [Youth Make a Difference Initiative](#).



Grown in Washington, Opal apples are sold exclusively in North America by FirstFruits Marketing. This cross between Topaz and Golden Delicious stands out on the shelf with its lovely yellow color and great taste. Sweet to start with a tart finish, Opal has a satisfying amount of crunch in each bite. And to the delight of consumers, it is highly resistant to oxidation making it less likely to brown.

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Available in limited quantities, conventional Opal will be released at the beginning of December and likely run through April or until supplies last. Consumers are already clamoring for the apple with comments on the Opal [Facebook page](#) such as “CANNOT WAIT!!! Please hurry!!!” Information on where to find Opal apples will be available at [www.opalapples.com](http://www.opalapples.com) in early December.

This year a focus on social media and public relations efforts will be supplemented by retailer demos and local events to get the apples in consumers’ hands. In-home Opal parties and relationships with brand ambassadors and bloggers will allow consumers to not only taste the apple but also learn about how they can help make a difference through the purchase of the apple.

Additionally, Opal has teamed with *ChopChop Magazine*, the award-winning non-profit cooking magazine for kids 5-12. *ChopChop’s* mission is to inspire kids to cook real food with their families and ultimately, to reverse the obesity and hunger epidemics. *ChopChop* founder Sally Sampson will join Opal at local events, demonstrating simple, kid-friendly recipes highlighting Opal apples.

Through the Opal [Youth Make a Difference Initiative](#), FirstFruits is looking to provide funding for small, grassroots organizations surrounding youth-led food and agricultural issues. The initiative asks the fans of Opal® apples to nominate worthy organizations that need support. Nominees are run through a stringent set of criteria, and final awards are based on consumer votes of top nominations. Last season the Opal *Youth Make a Difference Initiative* provided funding for five projects in addition to Katie’s Krops.

“It is really inspiring to see the next generation striving to make a real difference in their communities on issues like hunger and healthy eating, the politics of food distribution, and the importance of community service. We can’t wait to see what kind of causes this next season brings our way!”

KEITH MATHEWS, CEO OF FIRSTFRUITS MARKETING

## **ABOUT OPAL AND FIRSTFRUITS MARKETING**

UEB 32642 variety apples are grown exclusively by Broetje Orchards and distributed under the OPAL® brand name by First Fruits Marketing in North America.

FirstFruits Marketing is a collaborative apple marketing company owned by growers. These growers share a commitment to producing high quality fruit while balancing the demands of purpose, people, planet and profit so that a portion of profits can be donated to non-profit missions supporting the underserved. For more Information, visit [firstfruits.com](http://firstfruits.com)

## **ABOUT CHOPCHOP**

Endorsed by the American Academy of Pediatrics, ChopChop, The Fun Cooking Magazine for Families, is a nonprofit quarterly food magazine. Published by ChopChopKids, Inc, a 501(c)(3), ChopChop's mission is to inspire and teach kids to cook and eat real food with their families. To learn more about Chop Chop visit [chopchopkids.org](http://chopchopkids.org).

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