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GIUMARRA INTRODUCES NEW APPLE VARIETY WITH 'GOLDEN' OUTLOOK

LOS ANGELES, CA - May 11, 2007 - The Giumarra Companies introduces a new apple with a golden glow - the Tentation® from Club Tentation, NZ Ltd. The apple's striking appearance and sweet, distinctive gourmet taste is quickly catching widespread attention.

"A great new yellow apple variety! Deeply sweet, and smells like perfume! **NZ House & Garden magazine** last year published results from an apple tasting workshop where this apple was described in ways such as 'juicy to the last chew' and 'releasing tropical pineapple, passionfruit and lychee, and a hint of fruity bubblegum.' For the consumer who is looking for a truly new taste in apples, this is it."

Tentation® is a modern French variety chosen from one of Europe's largest private hybrid selection programs owned by the famous Delbard nursery - Delblush being the protected breeding name, with the fruit marketed as Tentation®. Developed in 1990 in France, the Tentation® was hybridized from a Golden Delicious and Grifer in a special breeding program to find yellow apples with good eating quality.

The variety is grown under a unified and structured 'Club' development that controls the growing and marketing of the variety. Delbard created the Club Tentation® NZ Ltd to control who, where and in what volumes the variety is planted in New Zealand, the sole Southern Hemisphere producer. This ensures all Tentations® conform to high quality standards.

The Tentation® has a light golden-yellow background with an attractive orange blush that is especially vibrant when grown in New Zealand's strong sunlight.

Not only is the apple beautiful, but the Tentation® is also known for its superior eating quality. The variety offers a crisp, firm flesh with balanced acidity and sugar levels that maintain during long-term storage (15–18% brix levels). And because the apple is highly aromatic and juicy, it is ideal for juicing and baking apple pies.

Outside France and New Zealand, the Tentation® is also grown in Holland, Germany, Great Britain, Italy, Belgium and Switzerland. The Tentation® is available in very limited volume from mid June through mid August.

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