



Superior Brand Awareness, Attractive to Today's Consumer

Shoppers trust the quality and crisp, juiciness of apples from North America's #1 brand of apple juice and apple sauce.² Drive repeat purchase and increase customer loyalty by offering their favorite varieties of Mott's® apples and pears, all year round. With over 150 years of apple and pear expertise, you can rely on Mott's to help drive sales with our high-impact packaging and promotional materials, plus engaging consumer events.

- All Mott's apples and pears meet or exceed U.S. #1 Specs.
- 16 varieties of apples and 3 varieties of pears - from regional areas in Washington, California, Michigan, and New York, as well as imports from Chile and Argentina.
- Available year-round.
- Consumer care line facilitates immediate consumer feedback.

Apples are second only to bananas as America's favorite fruit. And, fruit is the top snack food consumed - eaten 10 times more than chocolate, and 25 times more than chips!¹



¹What We Eat in America survey, CDC/USDA, 2003-2010
²Source: Nielsen XAOC 2012, Mott's vs Musselman's Dollar Sales

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A Favorite Fruit from a Trusted Brand

FEATURES

- Quality assurance
- Category analysis
- Mott's consumer website
- Mott's consumer care line
- Trace-back recall program

PROGRAM SPECS

- Programs in place to deliver consistent, reliable, quality products.
- Third-party food safety audits and visibility available through website.

BENEFITS

- **Brand Recognition** – Mott's is America's #1 brand of apple juice and apple sauce, outselling its nearest branded competitor by over two-to-one.* Positive consumer impressions allow you to differentiate your apples and pears program.
- **Graphics** – Impactful, high-quality graphics on packages, display bins and POS material.
- **Consumer Connectivity** – The Mott's brand allows consumers to build a relationship with the product and expect a repeatable experience when they buy it again, driving consumer loyalty.
- **Robust Sales** – High trial and high repeat, based on the promise of quality and deliverance of shopper expectations.
- **Consistency** – Quality and food safety in every package.
- **Variety** – A full line of varieties from regional growing areas in Washington, California, Michigan and New York, as well as imports from Chile and Argentina.
- **Year Round Supply** – Providing year round supply of quality fruit to meet demand any time.

MARKETING SUPPORT

- POS materials
- National advertising of the Mott's brand
- Cross-merchandising opportunities
- Consumer display/events

LET'S TALK FRESH!

Talk to us about how we could help you grow your apple slices category in the Mott's branded program.
Call 855-350-0014



*Source: Nielsen XAOC 2012, Mott's vs Musselman's Dollar Sales

855.350.0014 | www.robinsonfresh.com

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