



Born in Australia, now produced in France, SUNdowner® is a brand new variety of apple that is ideal for snacking

The apple with the extra Crunch

SUNdowner® is a multi-coloured apple with a bright red hue. It instantly catches the eye and demands to be crunched again and again.

Young and old alike will enjoy its unique **crunchiness**, whilst its firmness will please even the most discerning consumer.



A study by French fruit and vegetable experts at CTIFL (Centre Technique Interprofessionnel des Fruits et Légumes), carried out in March 2002, confirmed that SUNdowner® is the crunchiest of all multi-coloured apples, leaving other varieties such as Gala and Braeburn far behind. Furthermore, "crunchy" has been found to be the most important factor influencing consumer decision ([Add diagram](#) opposite)



With a taste that is both sweet and tangy, the SUNdowner® apple boasts **juicy** flesh and **menthol-like aromas**, creating a **unique sensation of freshness inside the mouth**.

Crunch... and Punch!



Firm, easy to carry, long-lasting at room temperature – the SUNdowner® apple is the ideal snack before outdoor activities. And of course, it is rich in fructose, which is absorbed slowly by the body, providing long-lasting energy. When consumed during exercise, it replenishes the body's **vitamins and minerals**.

When eaten after physical activity, its 85% water content rehydrates the body whilst helping to flush out toxins.

Make the SUNdowner® apple your chosen partner for outdoor activities as well as for those essential snacks between meals. Snacking on SUNdowner® apples helps combat the excessive consumption of sugary foods, a major cause of weight gain among both adults and children.

Visuals for free press use



Visual SUNdowner® A
[Download in print format](#)
300 dpi - 503Kb



Logo SUNdowner® B
[Download in print format](#)
300 dpi - 65Kb



Visual SUNdowner® C
[Download in print format](#)
300 dpi - 134Kb



Visual SUNdowner® D
[Download in print format](#)
300 dpi - 194Kb



**Click here to watch the
SUNdowner® FILM.**
[Windows Mediaplayer](#)
[Quick Time \(Mac\)](#)

For more information, please contact:

Laurence BURDEOS

Association SUNdowner® Europe

Tel: +33 (0)4 90 11 91 89

laurence.burdeos@sundowner-europe.eu

www.sundowner-europe.eu