



THE COLOR OF TASTE

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YELLO[®], THE NEW YELLOW APPLE IS HERE

Created in Japan, exclusively harvested and marketed for Europe in Alto Adige - Südtirol. World debut for yello[®] at Interpoma 2016

(Bolzano, 25 November 2016). It has smooth alabaster yellow-coloured skin and a sweet, crunchy and juicy centre. **yello[®]** is the new yellow apple from the Land of Rising Sun that has arrived on the slopes of the Dolomites to conquer the world. The official presentation of **yello[®]** took place on Friday 25 November 2016 at Interpoma, Bolzano, during a press conference that was also attended by an official delegation of administrators from the Nagano Prefecture.

The variety, marketed under the **yello[®]** brand, is called Shinano Gold. It was created in Nagano in 1993 from a cross between the Golden Delicious and the Senshu. In 2005 the first tree was planted in Alto Adige - Südtirol, a well-known apple-growing area. In 2007 a trial agreement was signed between the Nagano Prefecture and the Alto Adige Variety Innovation Consortium (SK Südtirol), and this was followed in 2016 by the exclusive permanent production and marketing license for all of Europe and the Mediterranean basin, which belongs to VOG, the Association of South Tyrolean Fruit Growers' Cooperatives, and V.I.P., the Association of Val Venosta Fruit Growers' Cooperatives.

"Innovation is key for the future of apple growing in Alto Adige – Südtirol", comments Georg Kössler, Chairman of VOG. *"The institutions have worked together to achieve this important result – explains Arnold Schuler, Agriculture Councillor of the Province of Bolzano - the Innovation Consortium has collaborated with Laimburg Research Centre and the Alto Adige Consultancy Centre to coordinate the development of the new apple, which has now become a reality."*

The Shinano Gold variety has been given a registered trademark: **yello[®]**, a name that highlights its distinctive colour. The lettering and logo recall the light strokes of Japanese writing while the pay off "The color of taste" reiterates the importance of the combination of colour and flavour. Today the **yello[®]** trademark is registered in 60 countries across the world.

"The Shinano Gold is one of the first varieties to be followed by the Variety Innovation Consortium from its creation, from the first pomology tests through to its marketing – commented Markus Bradlwarter, Variety Innovation Consortium Director – We are now ready to begin the commercial development phase."

Between 2017 and 2018 over 150,000 trees will be planted in Alto Adige - Südtirol.

"We have identified an excellent opportunity: that of breaking new ground in the yellow apple segment, historically the realm of a single traditional variety - explained Gerhard Dichgans, Director of VOG – With yello[®] we also want to write a new chapter in the markets in which the Golden Delicious has for years been left in the shadows, such as in the UK and Germany."

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“The yello® story is a tale of the meeting of two very distant and different traditions, those of Japan and Alto Adige - remarked Josef Wielander, Director of V.I.P - and people united by a single vision: that of creating a modern and successful apple that can conquer the markets.”

And this aim has been borne out by first tastings this year: in selected stores in Milan and Brussels yello® apples ran out very quickly and the feedback was extremely positive. As well as their bright yellow colour, firmness and exotic flavour, yello® apples have an excellent shelf-life and are notable for their consistent quality.

“Our joy at taking part in the development of this variety is akin to that of our children as they take their first steps in the outside world – asserted Tomihiro Kithara, General Manager of the Farming Administration of the Nagano Prefecture – To express the concept of “best in quality” in Japanese we say “SAIKOO”. I would therefore like to conclude by saying that yello® is “SAIKOO”!!”

HISTORY

1993

Following in-depth work carried out by Nagano Research Centre, the Shinano Gold variety is created. It is a cross between the Golden Delicious and the Senshu.

1997

First contact between Alto Adige – Südtirol and Japan at the Nagano “World Apple Conference”

2005

Start of negotiations with Japan and the first tests in Alto Adige – Südtirol with the planting of the first 40 trees

2007

Signing of trial license between the Nagano Prefecture and SK Südtirol

2015

First harvest of Shinano Gold created and grown in Alto Adige – Südtirol

2016

Signing of exclusive license for the production and marketing of Shinano Gold in Europe between the Nagano Prefecture and VOG/V.I.P

Presentation of the yello® brand at Interpoma, Bolzano

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SENSORY ANALYSIS

From a sensory perspective, the pleasant straw-yellow colour of the skin combines harmoniously with its intense and slightly exotic and tropical aroma. This intensifies in the mouth with the appearance of pineapple, pear, honey and lemon peel notes.

The flesh of the fruit is fine and compact, and combines perfectly with its crunchiness and juiciness. Consumers that prefer sweet apples will appreciate its low acidity, notable sweetness and aroma.

CHARACTERISTICS

Peel: yellow

Flesh: sweet, crunchy and juicy

Shelf-life: excellent

Maturation: 2 weeks after the Golden Delicious

Productivity: like the Gala

Harvest: several stages required

Reduced susceptibility to russetting

Good resistance to bruising

Flesh firmness: 7-8 kg/cm² at harvest

Sugar content: 14 - 16 ° Brix at harvest

Acid content: 4 - 5 g/l MA at harvest

PAIRINGS

Thanks to its slight tropical aroma and notable sweetness it goes well with exotic spices such as ginger, curry or rare varieties of pepper in preparations such as chutney or in sweet and sour dishes, giving them perfect sensory balance. The Shinano Gold apple is also excellent with mature cheeses such as parmesan or blue cheese.

yello®: a registered trademark in 69 countries worldwide



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