



## **FALLING IN LOVE AGAIN**

### **frisch-saftig-steirisch and EVA Apples from Austria at Fruit Logistica 2010**

Berlin (4.2.2010) – A great deal of loving care goes into producing Styrian apples and they are enthusiastically eaten in more than 30 countries. 75% of production consumed in the country where they're grown and a five-fold increase in exports in recent years speak for themselves. Styrian apples' success can be ascribed to their globally unique flavour and the high quality criteria according to which they are grown, stored and marketed, which ensure that people throughout the world fall in love with Styrian apples time and again, a thought that has been adopted as Styria's motto at this year's Fruit Logistica.

#### **WHERE DO STYRIAN APPLES COME FROM?**

Production and marketing is in the hands of OPST Obst Partner Steiermark GmbH, the growers' organisation with the "Frisch-saftig-steirisch" branding, and EVA Handels GmbH apple exporting association, which uses the "EVA" and "Mozart" brands.

Styrian apples are grown in the province of Styria's particularly mineral-rich volcanic soil and favourable location in southern Austria, where the European apple belt's Alpine climate is influenced by the Pannonian Plain and Mediterranean Sea, resulting in lots of sunshine, sufficient rain and striking differences between daytime and night-time temperatures, which create Styrian apples' unmistakable aroma and complex flavour.

More than 1,000 Styrian apple growers and their families devote themselves to this quality product. They are true masters of their trade and are far from mere "apple growers". "They are also meteorologists, physicists and biologists and, last but not least, responsible for the high quality and availability of Styrian apples," says Manfred Stessel, OPST Managing Director, describing the role of Styrian apple growers.

# PRESSEINFORMATION



## THE STYRIAN APPLE GROUP – AN INTERNATIONAL BENCHMARK

The relationship between production, storage and marketing is exemplary and just as decisive in the success of Styrian apples as the product itself.

EVA apple exporting association's packing houses ensure that Styrian apples are available throughout the year and that every year around 50% of the harvest can be enjoyed by customers outside Austria. Countries such as Germany, Great Britain, Spain, Sweden, and Eastern European countries too, are increasingly discovering the unique advantages of Styrian apples. "The first shipment went to Qatar recently and we have just sent a tender to Cuba," said Dr Roman Seligo, EVA CEO. Little wonder then that exports have increased five fold in recent years and the, admittedly small but beautifully formed, volume of Styrian apples has made a global impression.

## STYRIAN APPLES AND HEALTH

"An apple a day keeps the doctor away" is a familiar saying, which makes reference to the health benefits of eating apples. But what distinguishes a Styrian apple in health terms? OPST commissioned a study from a leading Austrian nutritional scientist, Dr Meinrad Lindschinger, with the purpose of collating health-related data on Styrian apples. The initial findings show very clearly that:

- **Styrian apples contain a unique combination of nutrients.** They contain a combination of essential vitamins, minerals and botanicals unlike any other fruit. Just two large apples supply a person's daily vitamin C requirement.
- **Styrian apples combat stress.** The numerous micronutrients combat stress's physical effects on the body, such as metabolic and circulatory problems, reduced immunity, respiratory diseases, etc.
- **Styrian apples are natural anti-ageing products.** When eaten regularly they reduce the risk of developing Alzheimer's and dementia and combat age-related decline in cognitive skills.

# PRESSEINFORMATION



## STYRIAN APPLES – LOVE POTION AND ELIXIR OF LIFE

At Fruit Logistica OPST and EVA will not only present the best of their numerous varieties of apple to underline the positive effects of Styrian apples, they will also treat visitors to their own apple cocktails – a love cocktail, a stress-busting cocktail and a non-alcohol anti-ageing cocktail. Furthermore, the Styrian apple group has invited the press to a press breakfast at 11.00 on Thursday 4.2.2010, followed by a Styrian reception at 12.30, at which there will not only be important information about prime Styrian produce, but also all kinds of delicacies.

### INFORMATION

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