

Bravo™ apple – tastes so good

Bravo™ apples are a new generation luxury apple offering a distinctive fresh fruit eating experience. It also offers a delightful and special addition to traditional and contemporary apple recipes.

Visit bravoapples.com.au for more exciting updates.



bravo™
apple

LIKE NO OTHER™

**THE DELICIOUS
NEW, HEALTHIEST
APPLE EVER!**

Bold. Daring. Different.

Bravo™ market opportunities

For further information regarding market opportunities with the Bravo™ apple please contact:

Licensed Commercialisation Managers (Australia)

Rebecca Blackman
Chief Executive Officer, Fruit West Co-operative Limited
PO Box 7198, Karawara, Western Australia
M: 0401 161 080
E: rebecca@fruitwest.com.au

Licensed Marketer

Sean Englebrecht
National Development Manager, Bravo™ Apples,
WA Farm Direct
MP 58 Market City, 280 Bannister Road, Canning Vale,
Western Australia
M: 0499 146 646
E: sean.engelbrecht@wafarmdirect.com.au



bravoapples.com.au



The Bravo™ trademarks are registered by the Western Australian Agriculture Authority and reserved for the exclusive use of licensees.



bravo[™]
apple

Introducing ...

BRAVO™ – LIKE NO OTHER™

The Bravo™ apple is an exciting new boutique apple bred, developed and grown in pristine conditions in Australia. With its alluring burgundy skin flecked with gold, vibrant white flesh and sweet juicy taste, it's an everyday luxury to enjoy.

The Bravo™ apple was developed from natural plant breeding processes using traditional cross-pollination techniques, with no genetic modification. Grown and selected to strict control standards Bravo™ apples deliver a consistent eating experience that will not disappoint.

Bred by the creators of the Pink Lady®, Bravo™ apples are fast becoming renowned for quality and appeal. With decades of development comes dedication and support from the Australian apple growing community, committed to delivering an eating experience of unparalleled joy and pleasure.

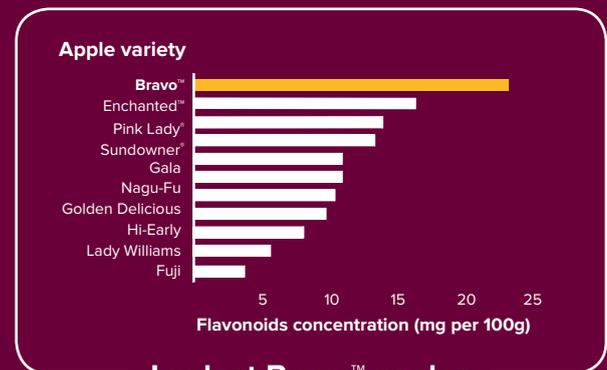
Truly an apple ... LIKE NO OTHER™ ... Bravo™ apples are exciting the world.

Bravo™ an apple to love

- ✓ With its unique flavour, and striking dark appearance, the Bravo™ apple is simply delicious — guaranteed to turn heads.
- ✓ Bravo™ apples store and keep extremely well, maintaining its juicy crunch long after other fruits have gone soft.
- ✓ The white flesh is slow to discolour when cut, making Bravo™ apples a perfect choice for lunch boxes, salads and fruit platters.
- ✓ Bravo™ apple skin is so packed full of anti-oxidants that you sometimes see their distinctive red stripes infusing through the crispy white flesh. So everyone will love Bravo™ apples.

Bravo™ apples for heart health

Research indicates consumption of high-flavonoid apples may improve heart health, with the newly cultivated Bravo™ apple one of the highest bio-active flavonoid content of all varieties tested.



Look at Bravo™ apples

Want to champion Australian-grown Bravo™ apples? Contact WA Farm Direct (details overleaf).



The Bravo™ apple story

Over 20 years to create and develop, Bravo™ apples deliver on all fronts



1992

In 1992, popular apple varieties Cripps Red and Royal Gala were cross pollinated with the aim to create an apple with irresistible appeal and excellent eating qualities that would excite the world.



1993–2000

The result was many possible apple seedlings. These were raised from seed to produce fruit trees. They were then screened to find that special sapling that could produce an aspirational apple.



2000–2008

Years of extensive variety testing and development by the Australian National Apple Breeding Program and the WA Department of Primary Industries and Regional Development located in Manjimup Western Australia.



2008–2013

The resulting tree discovered from this process had fruit LIKE NO OTHER™. With a striking dark burgundy colour, a distinctive sweetness, a crisp and crunchy texture, these apples were superior from the rest.



2014

The ANABP 01[®] variety was released to Australian orchards in 2014 and is now being grown by Aussie Apple growers, Australia wide for commercial production.



Today

Bravo™ apples were launched on the Australian market in 2016. Exports commenced in 2017 with Australia-grown Bravo™ apples now available on the world stage.