



BRAVO™ News 14 May 2018

Announcement – the new ‘Sambassador’ Samantha Kerr

Westfield Matilda’s, Perth Glory and Chicago Red striker, **Samantha Kerr** has just been announced as the Ambassador role for Australia’s new apple, the BRAVO™ Branded Apple.

BRAVO™ are exciting and unique Western Australian bred apples that have a distinct sweetness, moderate to high crisp and crunch, and a striking burgundy colour. Grown, graded and packed in Australia, Bravo™ apples are the result of more than two decades of research and development with an impressive pedigree.

Fruit West Co-operative and WA Farm Direct are thrilled to have Sam on board as Ambassador. As an elite athlete Sam values nutrition and sustenance and the Bravo™ apple provides Australian’s with just that. Partnering with a global athlete like Sam is extremely exciting and together, we look forward to engaging local Australian communities and letting them experience the unique benefits of Bravo™ apples.



Sam’s records and notable awards include:

- Young Australian of the Year
- Fox Sports Performer of the Year
- International Federation of Football History World Women’s Team of The Year
- ABC Sports Personality of the Year
- Asian Football Confederation Women’s Player of the Year
- Women’s Health Sportsperson of the Year
- Julie Dolan Medal Winner 2018
- W-League Golden Boot Award

Sam Kerr is thrilled with the partnership and said, “I love that this new apple has been grown in Australia by our rural communities. Not only do Bravo™ apples taste amazing, the skin is full of incredible anti-oxidants that make them the perfect healthy snack choice. I’ve been lucky to have parents who really encouraged us to eat lots of fruit and vegetables, but I know not all kids have that. I’d especially like to encourage kids dreaming of playing for Australia to start crunching on lots of fruits and vegetables, just like Bravo™ apples!”

Website: www.bravoapples.com.au

Website: www.fruitwest.com.au

Fruit West Co-operative Ltd: Nardia Stacy, Executive Officer, (08) 9368 3869

WA Farm Direct: Jenny Mercer, Managing Director (08) 9350 4600

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