



WE MADE A SNAP ...

... THE EXKLUSIVE HOF SORTEN GMBH HAS ACQUIRED THE EXCLUSIVE CULTIVATION AND MARKETING LICENSE FOR THE FARM-GATE SALES OF THE SNAPDRAGON<sup>®</sup> NY1 CV WITHIN GERMANY.





### Taste the flavor experience

crunchy, juicy-fresh, sweet, fruity

### Experience the aroma

spice, lightly vanilla

### Bite

hear the unmistakable crunch

SnapDragon® was successfully launched to growers in the State of New York within the U.S. in 2011. The marketing concept is modern - eye-catching and perfectly suits the young target group who love a particularly crunchy, juicy - sweet apple.

Since 2016, SnapDragon® has been tested for its suitability for cultivation in German experimental stations.



## Our experience



More than 500 consumers have already tried SnapDragon® in our farmgate sales. Over 50% of the testing people wanted to buy Snap Dragon® and actively asked for it.

The Monster Crunch is unique!

We, Exklusive Hofsorten GmbH, have acquired the exclusive marketing and cultivation rights for the farmgate sales of SnapDragon® brand in Germany.





**Georg Boekels**

After several years of testing in our orchards, we have found no damage from frost or sunburn. SnapDragon® is a regular strong bloomer, but also thins itself. We have already made very good results after ULO removal also with SmartFresh™. I was convinced by the apple as it stores very well and thus contributes to a long sales period.



**Manfred Felten**

Our growing experience shows that we can produce very homogeneous smooth fruit with SnapDragon®. The tree is easy to raise and cultivate. SnapDragon® is a medium sized fruit, with smooth skin, similar ripening time as Jonagold. 80-90% pack-out. The apple tastes right off the tree.



**Roland Schmitz-Hübsch**

By tasting with customers in our farm-gate marketing, we can quickly determine the market value of a new variety. Over 500 tasting results from customers in our farm gate sales show that SnapDragon® is particularly well received by young customers and young families. A very important and interesting target group! Over 50% of customers wanted to buy SnapDragon®. Customers are convinced by the unique crunchiness of the apple. A very juicy, sweet, slightly aromatic apple.



**Herbert Knuppen**

A close and constructive cooperation with the American licensor PVM was agreed with Exklusive Hofsorten GmbH. The brand logo was adopted unchanged from the American US brand. SnapDragon® is a completely developed brand with years of cultivation and marketing experience.



**More information:**

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Parents	Honeycrisp x NY752
Breeder	Cornell University, USA, in 1998
Taste	crunchy, juicy, sweet, aromatic of vanilla
Tree	low-growing
Harvest	3rd week of September (location Cologne/Bonn); Picking recommended
Shelf life	in ULO until spring, Smartfresh™ possible
Fruit	High percentage of opaque color, homogeneous, smooth, no russetting
Diseases	low mildew susceptibility observed, comparable to Golden Delicious, Experience shows resistance to scab so far.



The Exklusive Hofsorten GmbH are YOUR contact for SnapDragon®. Exklusive Hofsorten GmbH has the exclusive cultivation and marketing license in Germany for the farm gate sales. From autumn 2021, the first SnapDragon® trees will be available to farmgate sales.

Even if your farm gate sales is not in Germany, we look forward to your interest in SnapDragon® and without obligation.

**Please send us an email to:**  
info@exklusivehofsorten.de

In order to jointly achieve the goals of a new apple variety, we bundle the direct marketing fruit growers in an international network. Due to new marketing concepts (keyword: club concept), the farm gate marketers hardly get access to the cultivation of new interesting apple varieties! They are cut off from the current market situation.

Without new apple varieties, the farm gates sales cannot develop further.

Our selection of varieties is not based on the interests of individual licensees or marketing concepts, but we are directly oriented to the wishes and opinions of the consumer.

Consisting of an experienced networker and three farm gate sales, we have built up an international network of direct marketers.

Every farm gate sales can participate in the network and is informed about the value of new varieties by e-mail. As soon as varieties are ready for practical use, they are presented to the network.



**Subscribe to the newsletter:**  
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**For more information:**  
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