

Arctic ApBitz™ snacks back on Amazon with newest nonbrowning variety

Summerland, B.C., Canada – Okanagan Specialty Fruits™ (OSF), the developer of nonbrowning Arctic® apples, have released this season's crop of Arctic ApBitz™ dried apple snacks on Amazon. Last March the dried apple snacks were made available to U.S. consumers for the first time with overwhelming sell-out success and securing a 4.7 out of 5 rating.

“We've been rapidly planting more trees in order to increase our fruit supply and expand retail availability but, in the meantime, we decided to make Arctic ApBitz™ dried apples available online via Amazon.com so that everyone in the U.S. would have access to our crunchable ApBitz™ snacks,” said Jennifer Armen, Vice President of OSF. “We're committed to making healthy snacking as convenient as possible and there's nothing more convenient than ordering a healthy snack with the click of a button.”

This year ApBitz™ snacks will be available in the new tart and crunchable Arctic® Granny variety, in addition to sweet and delicious Arctic® Goldens. Also, new this year is a bigger 3 oz. package option.

“Our unique fry-cut Arctic ApBitz™ snacks are dried from our Arctic® apples. Fruit comes off the tree in different sizes and not all the apples that get picked are just right for fresh slices,” explains Neal Carter, President of OSF. “Since one of our core initiatives is to reduce unnecessary food waste, we don't want the unsuitably sized apples to go to waste so we developed ApBitz™ dried apple snacks which are just as healthy and delicious as our fresh slices.”

OSF also plans to make ApBitz™ dried apples available through other retailers this year.

About Okanagan Specialty Fruits Inc.

Okanagan Specialty Fruits Inc. (OSF) is a dynamic biotechnology company based in Summerland, British Columbia, Canada. Founded in 1996, and acquired by Intrexon Corporation (NYSE: XON) as a wholly owned subsidiary in April 2015, OSF specializes in developing tree fruit varieties with novel attributes that benefit fruit producers and consumers alike. For consumer information, visit www.arcticapples.com; for information about the company and partnership opportunities, visit www.okspecialtyfruits.com.

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