

KICK-OFF FOR VOG: HERE IS WHAT THE NEW SEASON HAS IN STORE

The harvest is underway for VOG Consortium members. Volumes remain in line with last season thanks to field management strategies that ensure a steady supply. A complete, segmented product line-up has been introduced to simplify in-store selection and drive category value.

(Bolzano, 31 August, 2026) The new apple season has begun for the more than 4,000 apple farmers of VOG – Home of apples. The Consortium is preparing to face the season with production expected to be in line with that of last year and a complete, well-structured portfolio.

As emerged at Prognosfruit, the 2026/27 apple season is getting underway amid climate conditions that require particular attention from the entire European agricultural sector. High temperatures have led to an earlier start to the harvest: for the first Gala apples, in particular, harvesting began about a week earlier than last season, with the fruit still demonstrating good quality. Despite the weather challenges of recent months, the apple farmers' expertise and ongoing technological investments allow VOG to approach the new season with confidence.

Attention to fruit health and weather conditions is an ongoing commitment in the Consortium's apple orchards. Today, more than 75% of the orchard area is protected by hail nets—a figure that rises to almost 100% for club apples—which are also effective in reducing solar radiation and preventing sunscald. These are complemented by anti-frost irrigation systems and drip irrigation systems for targeted and responsible use of water resources. Such innovations help protect crops, ensure a steady supply, and optimise the use of natural resources.

*"We are looking forward to the new season with confidence, bolstered by our established teamwork with our commercial partners and the strength of our vision," comments **Klaus Hölzl, Sales Manager at VOG.** "The global context demands the utmost attention and flexibility, but our stable production and versatile product range allow us to promptly meet the diverse needs of the markets. Long-term collaboration with distributors remains essential for building shared value throughout the entire supply chain."*

The concept of "teamwork" is also guiding VOG's communication strategy. This approach, borrowed from the world of sports, allows for a clear and functional presentation of a product range in which every variety, brand, and format plays a specific and complementary role. VOG tailors this line-up together with its business partners over the course of 12 months based on different target audiences, consumption patterns, and the specific needs of distribution channels, with one goal: to simplify the choice at the shelf and add value to the entire category.

This approach is also reflected in VOG's international focus, which views different markets through a dynamic commercial lens, consolidating its presence in regions where it is already well-established while simultaneously seizing opportunities in new markets.

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INTERNATIONAL MARKETS: A FOCUS ON CONSUMPTION DRIVES THE NEW SEASON

This international outlook is driven by the central role that apples have assumed in the habits of European consumers, as they are increasingly viewed as an everyday food available year-round, rather than being limited by seasonal constraints. Building on this solid consumer base, the Consortium will work to support the new season across its various target countries by ensuring a consistent supply, high-quality standards, and close collaboration with global distribution partners.

A WELL-ROUNDED SQUAD TO WIN THE GAME

Even in the early months of the new campaign, VOG is fielding a balanced line-up, ready to respond effectively to the needs of the market and consumers. An impenetrable goal, a solid defence, a strong midfield, and an incisive attack. The team's composition is guided by the consumer segmentation revealed in the study commissioned by VOG from YouGov*, which helps translate consumer needs and occasions into a portfolio featuring distinct offerings and roles. On this basis, VOG's line-up covers different roles, each designed to address the specific needs of the market and consumers.

Lene® is in goal, providing stability and reassurance to the team and leading the price-sensitive segment with an affordable and competitive offering, supported by promotional activities throughout the year. Defence is entrusted to the classic **Marlene®** varieties such as Golden Delicious, Gala, and Granny Smith, which provide a solid and recognizable foundation for everyday consumption. The organic offerings are in central midfield, catering to consumers who are particularly attentive to responsible production, origin, seasonality, and organic farming. The attacking midfielders are **Pink Lady®** and **Kanzi®**, which create value through a distinctive taste experience, consistent quality, and a strong brand identity built over time. Finally, in attack, VOG is fielding **Cosmic Crisp®**, **Giga®**, and **RedPop®**, innovative offerings designed to attract attention, win over new consumers, and open up new consumption opportunities for the category.

"Our product range is designed to fully harness the potential of the apple category, which—thanks to the variety of offerings, consumption occasions, and different uses—can be showcased through an increasingly segmented and targeted selection," explains **Hannes Tauber, VOG Marketing Manager**. *"Segmentation allows us to more accurately interpret consumer needs and build a balanced line-up. The football metaphor makes this approach easy to grasp and helps us support our partners in their portfolio and category management decisions."*

**research conducted by YouGov for VOG in October 2025 through online interviews with a sample of 16,000 adult respondents across 11 European markets.*

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