Press release

YELLO® RETURNS TO THE SHELVES: THE YELLOW-SKINNED APPLE FOR THE PREMIUM SEGMENT

The yellow-skinned specialty from the VOG and VIP Consortia is available once again: a highquality premium apple for true connoisseurs that enhances the selection on the shelves.

Terlano, 23 October, 2026 – Starting in late October, **yello®** returns to the forefront of the market as the new sales season begins. Easily recognisable on the shelf thanks to its distinctive yellow colour, the apple offers consumers a unique taste experience with a tropical aroma and notes of pineapple, honey, and lemon zest that intensify with each bite. Its fine, firm flesh is combined with a distinct crunch and juiciness that, together with its distinctive aroma, set yello® apart throughout the entire season, confirming this apple as a benchmark of excellence that appeals to customers who are most attentive to quality and seeking exclusive products.

The outlook for the new season is positive, with favourable forecasts in terms of both quantity and quality. This guarantees business partners a steady supply of the product throughout the season, offering retailers a selection that directly meets the demand for superior quality and helps differentiate their product range. The new sales season will also be supported by marketing and promotional activities in stores.

"yello®'s journey is that of a specialty product that has successfully established its own identity within the premium segment, thanks to its characteristics, its uniquely rich flavours and aromas, and its exotic appeal," explain **Hannes Tauber and Benjamin Laimer**, Marketing Managers for the VOG and VIP Consortia. "*We look forward to the coming months with confidence because we recognise the value this apple can bring to the fruit and vegetable sector: a product that meets a very specific demand and broadens the offerings of the entire category with its taste and clearly recognisable positioning.*"

yello® has its roots in Japan, at the foot of the Hida Mountains—the so-called "Japanese Alps"—and today has found its ideal home in the valleys of South Tyrol - Südtirol thanks to the expertise and

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dedication of the VOG and VIP apple farmers. Year after year, it reaffirms its status as a benchmark for those seeking distinctive flavours that can also win over new admirers.

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