

Real Health Real Trendy

SOMETHING DIFFERENT
SOMETHING DELICIOUS



- ◆ An explosion of flavour
- ◆ Stunning on the inside
- ◆ Say goodbye to brown
- ◆ Packed full of goodness

solunaTM

SOMETHING REAL



With its good looks, distinctive flavour and texture this Australian-born apple has become a firm favourite by all consumers and was recently voted as Australia's best tasting apple!

Striking dark burgundy skin ✦

✦ Fresher for longer

An explosion of flavour ✦

✦ Creamy, yet crunchy white flesh

✦ Slowness to brown

✦ A tangy punch, balanced by pleasing sweetness

Soluna™'s Unique Selling Points:

- ✦ A striking dark burgundy skin
- ✦ Slowness to brown



Soluna™ Pack of 3



Soluna™ Pouch



Soluna™ Giftboxes



Soluna™ In-store tastings

The name Soluna™ is derived from the sun (sol) and the moon (luna) and was inspired by the striking dark burgundy of the apple's skin and creamy white flesh.

The name was consumer tested, and its three-syllable structure proved easy to say and remember for audiences worldwide. The name perfectly captures the dramatic tension between light and dark and expresses the contrast of this exceptional apple, from the different hues present in the skin and the creamy white flesh, to the explosive taste, health benefits, non browning properties and other qualities unique to Soluna™.



Soluna™ Carton



Advantages for retailers:

A WORLDWIDE APPLE:

We are building a global brand that will be grown locally (where possible) to benefit local communities and will be recognised by consumers worldwide. At this moment plant material is being imported and trees are planted globally to ensure a year-round supply in the near future.

BUILDING A LIVING BRAND:

Based on its "Stunning with Substance" positioning, our global brand provides a google drive communication platform, for all importers and retailers, with brand assets, tools and designs to differentiate our apple from competitors.

Link: <https://drive.google.com/drive/folders/1EfTXq7auRJRos2OMlyD7u1w8Jb-4vFvI> 

These brand assets as well as global marketing activities, help create awareness and preference in a worldwide competition. As volumes grow, marketing activities will follow in order to establish a well-known and sought-after apple around the world.

A BRAND FOCUSED ON NEW PREMIUM:

Our apple lives at the intersection of premium quality and industry best practices to meet the needs and expectations of demanding consumers. Consumers want the best, but want to know that their apples are ethically grown, and we can give them that with Soluna™ as being

socially responsible is a huge focus for the brand.

AN APPLE FOR TODAY AND TOMORROW:

With its strikingly unique look and distinctive taste, our apple is authentically elegant, deliciously healthy, and delivers consistently outstanding eating quality. With regular quality inspections, we will ensure that quality remains at the forefront to guarantee a great apple for the consumer with every purchase.

RESPECTFUL AND FAIR BRAND:

We act ethically, based on our core principles and values – with respect and fairness for partners, consumers and communities.

ELEGANT YET
NATURAL.
BEAUTIFUL YET
WHOLESOME.
ICONIC YET
RESPONSIBLE.





SOMETHING DIFFERENT.
SOMETHING DELICIOUS.
SOMETHING REAL.

An apple that is managed and marketed globally by TopStar. The apple is a stunner, but unique looks and great taste are only a small part of the Soluna™ story.

- ◆ Striking dark burgundy with creamy yet crisp flesh.
- ◆ Explosive taste balancing sweetness and acidity.
- ◆ Ultra-slow oxidation.
- ◆ Packed full of vitamins, fibre and health-promoting flavonoids.
- ◆ Friendly to pack and carry over the supply chain.
- ◆ Responsibly produced.



THE DIFFERENCE IS
NIGHT AND DAY.
STUNNING WITH SUBSTANCE.

The Soluna™ brand is managed by TopStar, a co-venture between Star Fruits (France) and TopFruit (South Africa), two leading family businesses working together in fruit variety development. TopStar works hand in hand with Fruit West (the Australian growers) and exporter/marketer WA Farm Direct, to ensure a coherent global strategy for development, which includes managed quality standards and worldwide marketing campaigns.

AVAILABLE
SOON





Consumer Social Media (click on icons):



Soluna Apples



Solunaapples

Business Social Media:



Soluna™ Apples

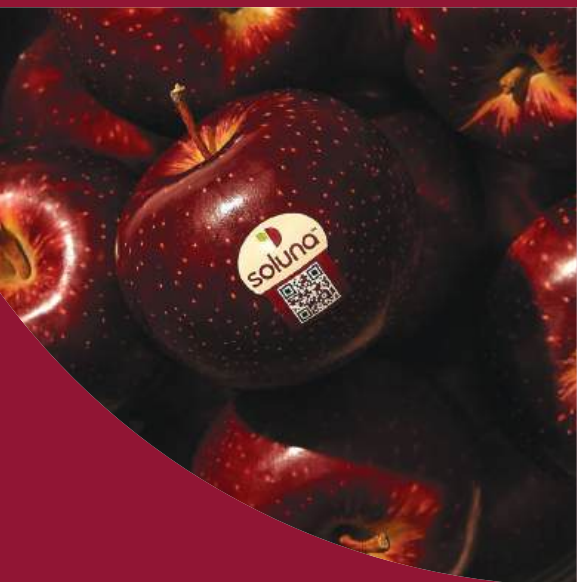
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Get in touch with us
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Visit us at soluna-apple.com



Consumer Social Media (click on icons):



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Business Social Media:



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