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JAZZ™ Apples Take Texas
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JAZZ™ Apples Take Texas, Hit the Trail in Oregon

The crunch of JAZZ™ apples is being heard across the continent this summer, loudest of all in Dallas, Tex. and Portland, Ore.

Throughout August, street teams driving JAZZ™ apple branded sport-utility vehicles are engaging with consumers at retail outlets, parks, and other venues. Roughly 60 events are scheduled.

And as shoppers stock up for the last picnics of the season and prepare to pack the first back-to-school lunches, JAZZ™ apples are proving to be an irresistible temptation, according to David Nelley, apple and pear category director for the Vancouver, B.C.-based Oppenheimer Group.

“Apples from New Zealand are fresh during summer,” he said. “And during in-store sampling, just one bite of a JAZZ™ apple can literally stop people in their tracks.”

Nelley recounts an observation from a recent retail tasting event in Texas, he says typifies the JAZZ™ apple experience.

“It is funny to watch people as they take their first bite of JAZZ™,” he said. “Without fail we see faces light up. Some shoppers are really busy or in a hurry. They pick up an apple slice politely and quickly walk off. And more often than not, after they take a bite they will spin around and hurry back to learn more about this special apple. It’s priceless, because you know the apple has delivered a memorable experience that could very well translate into future repeat sales.”

Behind the scenes, Oppenheimer is driving traffic to the appearances using Facebook and Twitter. Regular tweets update JAZZ™ apple fans about the teams’ schedule and promotional pricing at participating stores. Demographic and ZIP code targeted Facebook ads served up in the two cities invite people to visit the teams and receive a free gift and the chance to win an iPad.



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“Social media adds a whole new dimension to a mobile sampling campaign like this one,” Nelley said. “We are having meaningful conversations about JAZZ™ apples online daily. The passion people have about this apple is pretty overwhelming.”

Oppenheimer has also invited food and lifestyle bloggers in Portland and Dallas to visit the sampling events, and they’ve heightened the profile of the program. Traditional media has taken notice as well.

“Recently, Cook’s Illustrated magazine called JAZZ™ ‘the first apple to go viral.’ A writer tested the fruit to see if it was ‘worth the hype,’” Nelley said. “While they were having a little fun with us, we’re happy that JAZZ™ was acknowledged in this way. Social media engages people about anything and everything, so why not apples? And of course we were glad to have the magazine’s endorsement of JAZZ as a snacking and cooking apple that came as a result of the experiment!”

JAZZ™ apples from New Zealand are in season through early autumn, with Washington JAZZ starting to ship November 1.

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