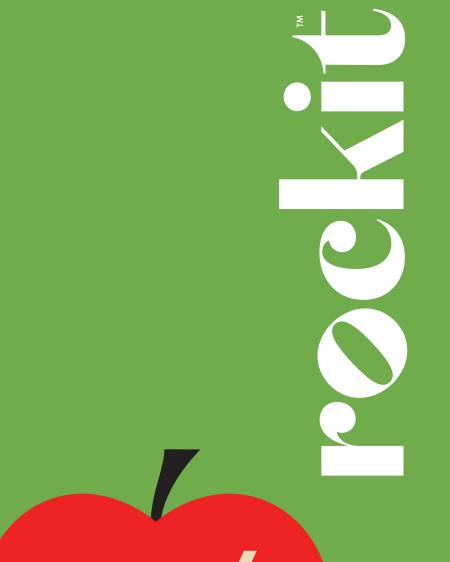




rockitapple.com



Rockit[™] 101

Who are we?

20 years ago while the rest of the world was super-sizing, we did the opposite - we created the world's first miniature apple. Then we thought different again, and put them in a tube that's 100% convenient, and 100% recyclable.

What makes Rockit™ apple different?

- Resealable lid so you can enjoy Rockit™ apple anytime, anywhere
- Premium innovative packaging

 apples stay fresher and firmer
 for longer (60 day shelf life from arrival at DC)
- Hassle free to add to your shelves
- We wash and pack our apples, so they're cleaner, safer and fresher for longer
- Protected from bruising and handling
- Sweet, juicy flavor stays sealed in

Convenient, On -the-go, premium snack

High energy, Potassium + Vitamin C

Small core

Consistent premium quality

Unique miniature size

Non GMO



Long shelf life due to innovative packaging

Crisp bite

Washed and ready to eat

Available year round

100% natural result of 20 years of careful breeding



53%

Increase in sales after instore sampling sessions

75%

Of consumers believe Rockit™ apple is the best tasting apple

89%

Conversion from consideration to trial

90%

Conversion from trial to frequently purchase

