

Meet Rockit™ apple, your new favorite on-the-go snack that's bursting with attitude and personality.

Packed with flavor, energy and nutrients, it's the perfect healthy boost to help you conquer whatever you need to do, wherever you need to go.

Push yourself and your boundaries by trying an apple that's a little bit different and take on the world one bite at a time - in your own way.

But don't just do it, Rockit!

ROCKIT
every day



rockitapple.com



rockit™

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



Show me the facts...

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