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## **Spain : An IFOP Study Confirms Pink Lady®'s Ambitions**

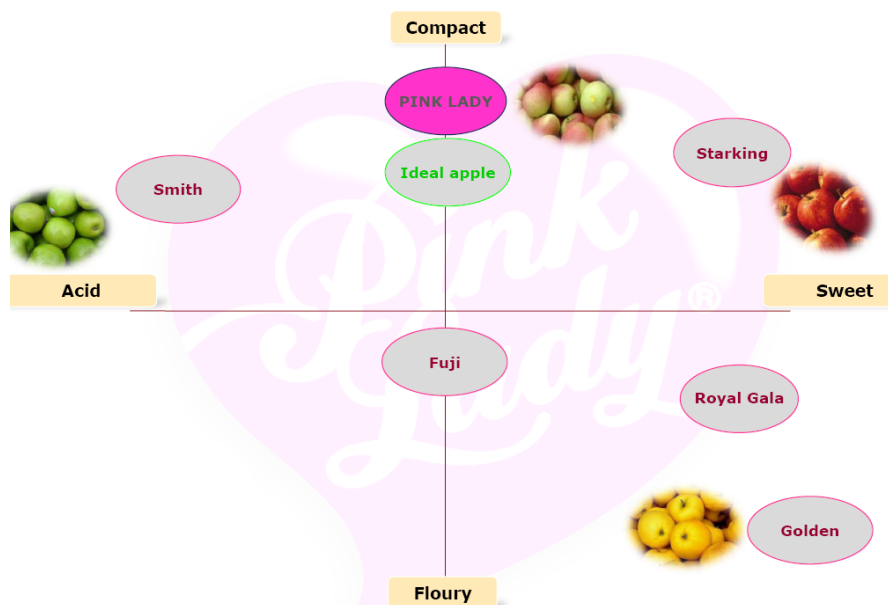
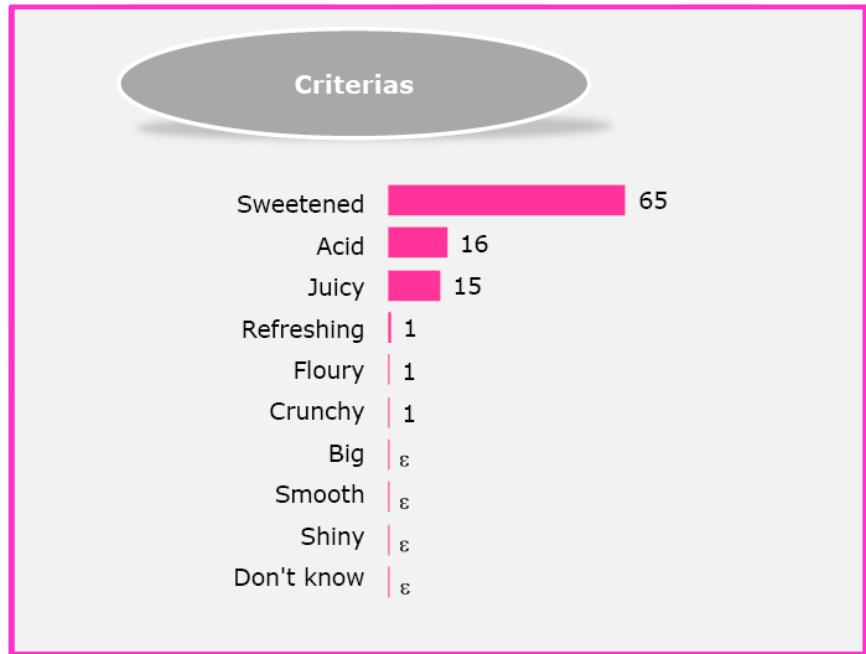
With the objective of better understanding the Spanish apple market, the Pink Lady® Europe Association and IFOP conducted a consumer study in the country in November 2009 and January 2010, drawing information from both focus groups and consumer interviews held outside stores in 5 major Spanish cities: Madrid, Barcelona, Valencia, Seville and Bilbao.

The study demonstrated that the Spanish buy more apples than any other fruit. In the 6 months previous to the study, 95% of Spaniards had bought apples, compared to 87% who had bought oranges and 67% who had bought bananas. As well, 84% of Spaniards buy apples year-round, and 70% buy them on a weekly basis.

When buying, the Spanish consumer's selection criteria are first taste, then the physical aspect of the apple, followed by price. In other words, an apple must first have the required taste profile, and second, be fresh and of good quality. Taste and quality are more important than price.

Apples enjoy a very positive image. If rational values (good for one's health (67% of those interviewed), a practical fruit (24%)) play an important role in this image, emotional values are just as important. Eating an apple is enjoyable for all 5 senses, and associates in one gesture well-being, good taste, ease of use and varied sensations.

The study then wished to define the Spaniards' ideal apple. As demonstrated in the accompanying chart, they like a sweet apple, slightly tart, juicy, and to a lesser extent one that is refreshing and crunchy.



And as the graph to the left shows, Pink Lady® meets the criteria for the ideal apple better than any other.

In fact, the study also showed that 84% of Spanish apple consumers consider Pink Lady® an apple that can be eaten at any time of the day, 79% think it's a high quality apple, and 73% consider it to be a tasty apple.

The same study goes on to show that the new television advertisements used during the recent campaigns in November and February were very well received. Their humour, originality, and the qualitative messages used to emphasise the apple's specific characteristics were unanimously highlighted. This television campaign means that Pink

Lady® has moved to top position amongst branded apples in the Spanish market, with an overall notoriety score of 13%.

This natural attraction is also found in the numbers. So far, Pink Lady® sales have increased by 65% this year compared to last season's sales, and by 80% compared to 2 seasons ago.

The conclusion? This IFOP study confirms the hypothesis that Pink Lady® meets the regular consumption habits of the Spanish market and the expectations of its consumers. More than any other apple on the market, Pink Lady® provides the taste and quality that are sought after by the consumer.

Between Spain and Pink Lady®, it's a great love story.

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