

# INTRODUCING: APEEL PRODUCE

Apeel Limes are now available for your store, with Apeel Apples and Apeel Avocados coming soon, from Peirone Produce! Apeel produce lasts 2x longer, meaning that this produce is much less likely to end up as waste. For every Apeel produce item a consumer buys, they help conserve water and avoid greenhouse gas emissions in the supply chain.

## ABOUT APEEL

By adding an edible, plant-based extra "peel", Apeel protects limes from water loss and oxidation, the main two causes of spoilage.

Apeel is actually inspired by nature's own technology. Think of any fruit or vegetable: an apple, avocados, or a lime. Each comes naturally equipped with its own peel or skin to protect it. The materials found in these skins, peels, and seeds are regularly consumed in the human diet, and they're the same materials Apeel uses as the basis for its protective coating.

So not only do you have more time to enjoy the fresh flavors and nutrition of your Apeel Limes, Apeel Avocados, and Apeel Apples, you can feel better knowing you're helping fight food waste.



[Click below for video](#)

[Avocado, lime, apple time-lapse](#)

# RETAIL BENEFITS

There are many benefits to stocking Apeel produce. We've listed some below, but let us know if you have any questions!

- Ability to build bigger displays due to the longer shelf life
- Ability to cross merchandise with tomatoes, or even the beer aisle, as Apeel Limes and Apeel Avocados last longer, even without refrigeration
- Fewer pieces of produce end up in the trash can so more ring across the till

**See how Harp's Food Store's reduced its waste and increased sales by switching to Apeel produce:**



[Click below for video](#)

[Apeel x Harps video](#)

## FAQs

### **What makes Apeel produce different?**

Apeel produce has a little extra "peel" made from plant-derived materials that keep them fresh. In the store and at home, you'll notice that Apeel produce stays fresher for longer, giving your customers more time to enjoy their fresh flavors and nutrition, and you can feel better knowing you're helping fight food waste.

### **How does Apeel extend the shelf life of fresh produce?**

All fresh produce begins to lose water as soon as it is picked. Apeel extends the edible lifespan of produce by slowing the rate of water loss. By maintaining quality and extending the shelf life, Apeel helps reduce food waste throughout the supply chain and at home, helping to preserve our natural resources and the environment.

### **How is Apeel applied to produce?**

Apeel is applied after produce is harvested and have been sent to a packinghouse. Apeel is typically applied with wet brushes directly onto the surface of the produce. It then runs through a drying tunnel. When Apeel dries, it forms a thin "extra peel" which slows water loss and maintains the produce item's natural color, freshness, and flavor for longer.

### **Can Apeel replace wax?**

Wax is typically used to give fruit a shiny appearance. Apeel, on the other hand, is designed to slow down water loss and oxidation, which maintains freshness and quality for much longer.

### **How much longer does Apeel produce last?**

Apeel maintains quality longer in both refrigerated and room temperatures. Produce with Apeel stays fresh and delicious up to two to three times longer, which promotes more sustainable growing practices, better quality food, and much less food waste. The exact length of shelf life extension depends on several factors, including how the consumer stores limes at home.