

**New apple promises crunchy texture and gorgeous mild sweet flavour.**

**PREVAR™ LICENSES NEW APPLE VARIETY TO THE T193 LTD COMPANY**

A brand new red bicolour apple will be available on New Zealand supermarket shelves and available for export within the next two to three years.

The apple is a Royal Gala by Braeburn cross and was successfully bred by fruit-science company HortResearch [now the New Zealand Institute for Plant and Food Research] who are world-renowned for having successfully bred the hugely successful Jazz™ and Pacific Series™ apples.

Prevar™ Limited today announced it has exclusively licensed the New Zealand local market and export rights for this new variety, to a new company called T193 Limited. This company comprises four highly respected NZ companies who operate in the New Zealand local fruit market and have significant export interests and capability. Shareholder members of the T193 Company Ltd include: Fresh New Zealand Ltd, Heartland Group Ltd, Johnny Applesseed Holdings Ltd and the PickMee Fruit Company Ltd.

Company Chairman, Rex Graham believes this apple has significant commercial potential. “Given it has a mild sweet flavour profile, is refreshing and juicy and has an excellent crunchy texture we believe it will have very wide consumer appeal. This will be an outstanding apple in the Asian markets”.

The apple, which is protected through a Plant Variety Right (a kind of plant patent) under the development name PremA193, does not yet have a trademarked brand name; this will be disclosed at a later time closer to fruit availability.

Prevar™ Chief Executive, Dr Brett Ennis, says Prevar™ has been working towards commercialisation of the apple for the past two years. “This apple is currently under trial throughout the world. Prevar™ has received very positive feedback from testing site evaluators, consumers and fruit marketers who have previewed the apple. I congratulate the T193 Ltd shareholders in gaining a licence to grow and market this fruit. When Prevar™ showcased this variety within the NZ Pipfruit industry back in 2006; this group put forward a commercialisation proposal to Prevar™ which was subsequently agreed”.

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More information about Prevar™ Limited [[www.prevar.co.nz](http://www.prevar.co.nz)]

Prevar™ is the international joint venture company established to globally commercialise new apple and pear varieties emanating from the HortResearch [now Plant & Food Research] pipfruit breeding programme. Joint venture partners include: Pipfruit New Zealand, representing the New Zealand pipfruit industry, Apple and Pear Australia Limited, representing Australian pomefruit growers, the Associated International Group of Nurseries, a global network of nursery companies located in many of the world’s major fruit production areas that has developed particular expertise in the management of new fruit varieties, and Plant & Food Research a world-renowned fruit science company.

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