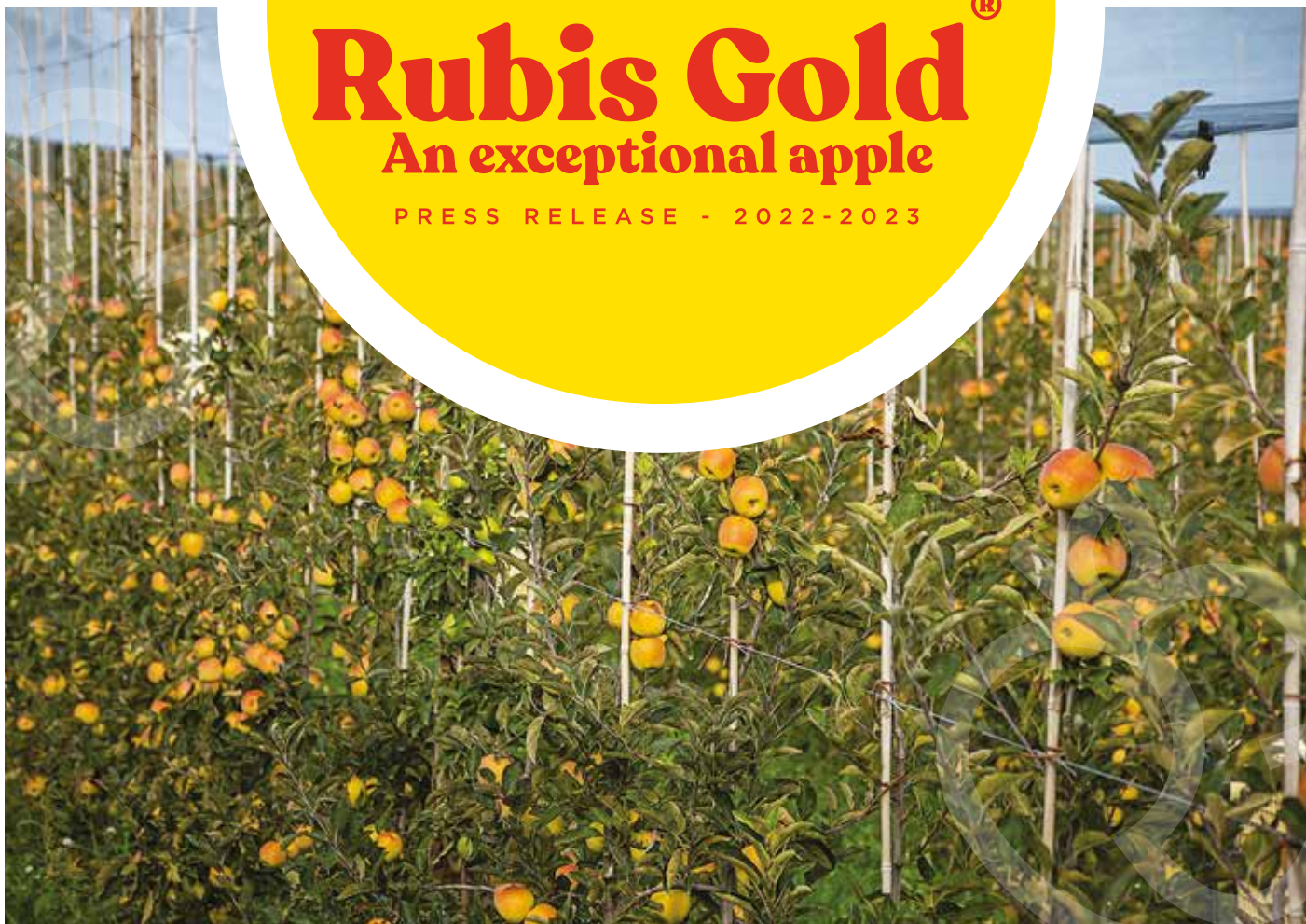




# **Rubis Gold<sup>®</sup>**

**An exceptional apple**

PRESS RELEASE - 2022-2023



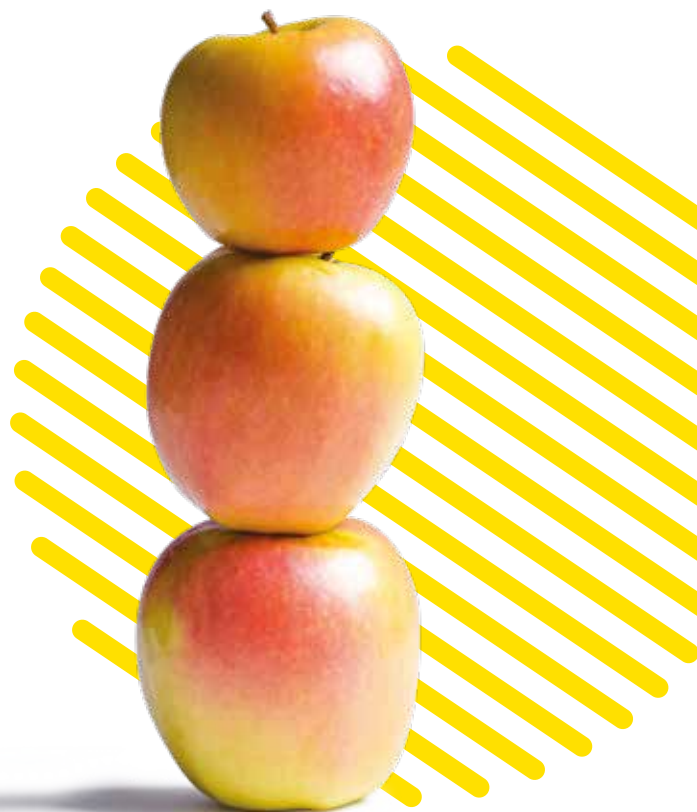
# Editorial

**A group of producers which will make you want to crunch... THE apple!**

We present the Rubis Gold®, an extraordinary yellow apple, the taste and crunchiness of which has unanimously charmed apple specialists and consumers!

Promoted by the variety editor, Earth Market, this wonderful, unmatched initiative brings together large farms of apple growers firstly in France and then in Belgium, and soon in Spain, around a vision of offering a totally healthy, tasty pleasure to consumers by offering an enhanced version of their preferred fruit, the apple!

Follow us in discovering this little jewel with many facets...



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# A remarkable, committed initiative

The “eating well” revolution has taken place.  
Everyone wants to consume:

- more transparently
- more responsibly
- with less processing
- more locally

Without compromising on flavour and pleasure! Impossible? Not now. Eating well, healthily and responsibly should not be the opposite of a great love of food. Discover Rubis Gold®, a little gem of an apple!

**A group  
of apple growers**  
who work passionately in order to  
produce beautiful, healthy fruit, seeking  
new varieties to surprise consumers  
and meet their expectations.

## FARMS WITH HIGH ENVIRONMENTAL VALUE \*

In France, High Environmental Value (HEV) guarantees that the agricultural practices of French producers used over an entire farm preserves the natural ecosystem and reduces the pressure on the environment (soil, water, air, countryside, etc.) to a minimum.

## ECORESPONSIBLE FRENCH ORCHARDS \*

A French label which identifies apple growers committed to a policy of producing healthy, flavoursome, high quality fruit using production methods that respect both the environment and diversity in the orchards, whilst ensuring the economic balance for farms.

**In 2022, for Rubis Gold®  
there are already 400,000 trees  
planted in Europe (mainly in France  
and Belgium) at a rate of 140,000  
trees/year, i.e. 45 Ha, in line with our  
objectives and this is continuing.**



# A group of producers that is passionate about taste



« We instantly fell in love with this apple, tasted at Johan's in 2011, and were convinced by its taste promise and its crunchiness. »

**Matthieu Ternynck,  
Les Vergers de Séru**



Frédéric Champagne, apple grower  
in St Cyr-les-Champagnes (24)



« As a specialist in Limousin apples, AOP (PDO in English), the high altitude Golden Delicious, we have been won over by its crunchy nature and its aromatic intensity, an obvious complement to our production. »

**Béatrice Chauffaille, Marketing and Communications Manager,  
Alliance PERLIM MEYLIM**



« Consumers want to combine taste with quality in their diet. Rubis Gold® are apples that make it possible to meet their expectations and that we enjoy producing. »

**Baptiste Geoffray, Mylord**



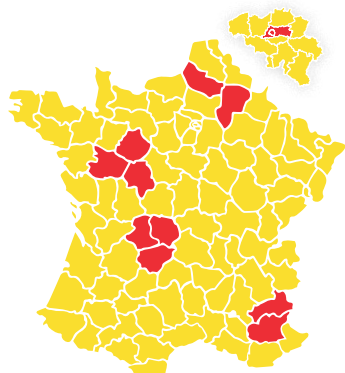
« We love to produce apples which are out of the ordinary and provide an original taste. Rubis Gold® has these qualities. »

**Christelle Bertin, Marketing Director, Blue Whale**



« We are always looking for tasty varieties. The qualities of the Rubis Gold® has convinced us and made us want to introduce them to the Belgian market. »

**Louis de Cleene, Devos Group**



**European development  
will reach production  
of more than  
3000 tons by 2024,  
particularly with the arrival  
on Spanish soil in 2023.**



# The birth of an apple

## The origins

In 2011 a Belgian nurseryman, Johan Nicolai, and his children concentrated on obtaining a tasty yellow apple. So they constantly created hybrids and isolated more than 15,000 unique seeds until a “pépité” was obtained by crossing a very aromatic, but difficult to produce apple, Tentation® (Delblush), with an apple that has high agronomic performance, Pirouette® (Rubinstep).

**The combination was explosive !**

The name itself is the evidence: Rubis for its taste which make it a little gem of an apple and Gold to pay homage to its yellow colour.



## A little jewel of an apple



## A producer who originated the adventure : The Vergers de Séru

Milo Ternynck and his son, Matthieu, fell for the Rubis Gold® in 2011, when they visited the nurseryman, Johan Nicolai.

Won over by its taste qualities and its very special colour, in the last 5 years they have created an ecoresponsible orchard of nearly **35 hectares** to develop the production of Rubis Gold®, and have now been joined by the group of European producers.

# Rubis Gold®, an exceptional apple

The aromatic, crunchy yellow  
apple which has already  
made young and old “adore it”!



## A concentrate of taste and freshness!

Firstly, its crunchiness will awake your curiosity. It explodes in the mouth from the very first mouthful. Crunchy, crispy, freshness in its juice.

Then your tastebuds will discover its unique taste, highly flavoured with very obvious aromas, for an apple that POPS in the mouth.

You will be won over by the perfect balance between sweet and tart. This is the ideal apple for every occasion.

Rubis Gold® offers you taste and a gourmet feel with a light touch.

**And consumers fall (or even faint) for it!**

**68% of consumers state that they will buy Rubis Gold® again. It obtains a mark of global appreciation of 7.1/10!\* They are convinced that it has its place on the market stalls, according to a survey by the main distributor in France.**

## At Rubis Gold®, we adore revisiting the Classics !

### Rubis Gold® crumble and its chestnut cream

#### Ingredients

- 6 apples
- 100 g chestnut cream
- 150 g castor sugar
- 50 g melted butter
- 150 g flour

#### Preparation

1. Place the butter, sugar, flour and chestnut cream in a salad bowl and mix until a thick paste is obtained that looks like shortbread.
2. Wash and peel the apples and cut them into small pieces.
3. Place them at the bottom of a dish and garnish them with the pastry which you have crumbed.
4. Cook in the oven at 210° for 30 minutes.
5. There you are! Enjoy!



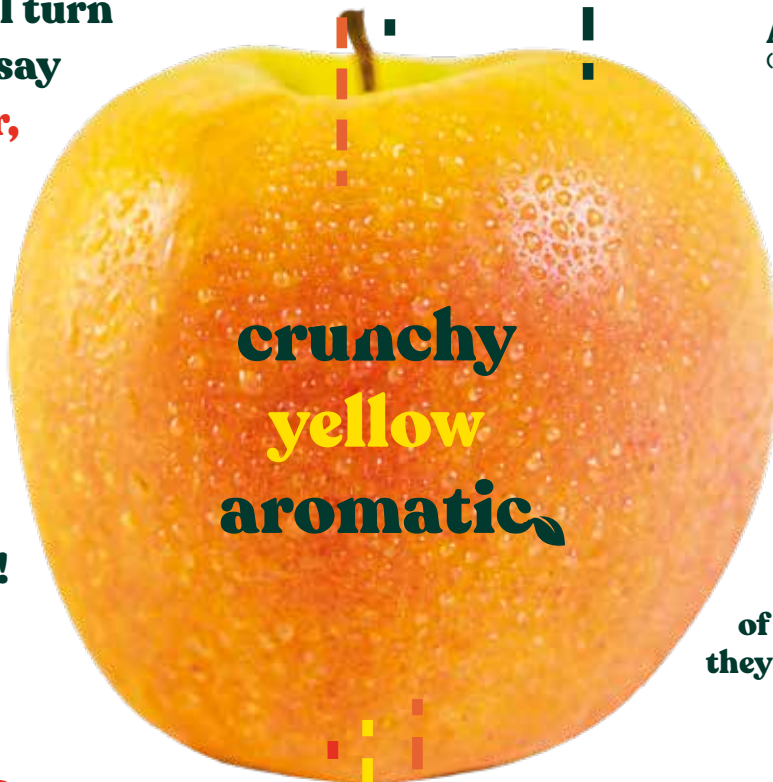


# The little jewel in a few figures

**400,000 trees planted, with an objective of 140,000/year**

**Cross between Tentation® (Delblush) and Pirouette® (Rubinstep)**

**I turn red when they say that I am firmer, crunchier, very juicy, very sweet and slightly tart... with delicious flavours of "exotic fruit"!**



**crunchy  
yellow  
aromatic**

**Recognisable by my yellow, sometimes slightly orange colour**

**My organoleptic qualities**

**Sugar** 14/16,5  
(in degrees Brix)

**Firmness** 7,5/8,5  
(in kg/cm2)

**Malic acid** 4  
(in g/l)

**7,1/10\***

**I am good enough to eat for consumers who give me 7.1/10 as a mark of global appreciation!**

**68%\***

**of consumers asked say they intend to buy me again.**

**Perfect for revisiting the Classics of cuisine!**

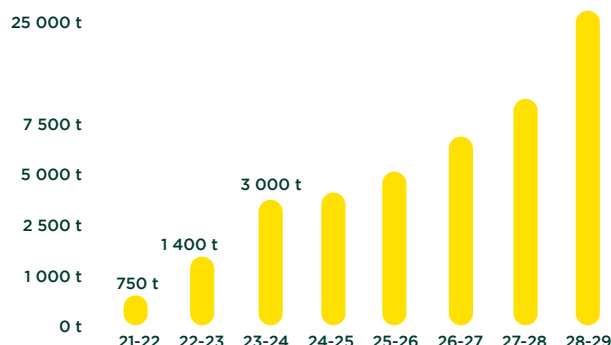
*Apple tart  
Apple compote*

*Toffee apple  
Apple crumble*

**You will find me in**



**My marketable volume is**





**Rubis Gold<sup>®</sup>**  
An exceptional apple

**Tasty  
nugget**



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