

Add pink to your autumn colours with Pink Lady® apples

Submitted by: Yes Consultancy

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Media information

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Pink Lady® apples are rapidly becoming one of the UK's most popular apples and it is easy to see why. Crisp, sweet and deliciously refreshing, the apple typically contains only 50 calories, which makes it the perfect healthy snack.

Apples are a naturally low glycaemic index (GI) food. Low GI foods release a steady stream of energy into the body and help to satisfy you more than high GI foods. Snacking on healthier foods with a low GI is satisfying to the appetite and in the case of apples has the added benefit of fibre and micro nutrients.

Eating apples can help you lose weight too. According to a new American study, eating one apple before each meal can help you lose an average of 9.5kg (1½ stone) in three months.

Pink Lady® apples are also very popular amongst sportsmen and athletes. They recently featured in the diet of the Pink Lady® PoleCats, the first ever all female team to complete the Scott Dunn Polar Challenge.

The apples are grown in the world's finest wine growing regions as they need plenty of sunshine and 190 frost-free days for their distinctive colouration and flavour. This means they are available all year round, from the Southern Hemisphere until October and from the Northern Hemisphere between October and May.

Pink Lady® apples are available from all leading supermarkets and green grocers and the organic variety is becoming more readily available too.

www.pinkladyapples.co.uk

- Ends -

New Pink Lady® CD containing superb new high resolution photography now available, free of copyright for editorial purposes.

Please contact Elodie Massol (020 7569 3043 / elodie@yesconsultancy.com) or Tina Fotherby (202 7569 3042)

/ tina@yesconsultancy.com) at The YES Consultancy for further free samples or information.

Any London based journalist who would like to receive some Pink Lady® apples to sample today (22-08-05) should contact Gareth Streeter (gareth@yesconsultancy.com) on 020 7569 3044.