



Australia's APAL lunches new commercial entity for fresh produce brands internationally

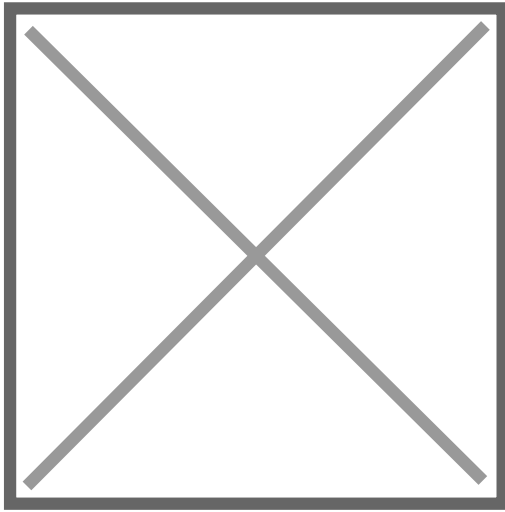
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Introducing Twenty Degrees, an evolution of Apple and Pear Australia Limited (APAL) commercial business



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The **Apple and Pear Australia Limited (APAL)** Board and senior management has developed new commercial entity "**Twenty Degrees**" enabling APAL to enlarge its commercial operations while focusing its efforts and commitment to Australian industry activities and services.



Twenty Degrees draws on the strengths and expertise of the Coregeo business – a wholly owned subsidiary of APAL – with APAL’s unique skillset in managing global produce brands. Coregeo also serves as the master licensee for Pink Lady® in the UK and offers marketing and promotional services for various other fresh produce brands, including **global kiwifruit brand Zespri®**, **long-stemmed broccoli brands Tenderstem® and Bimi® in the UK and Europe.**

Harnessing the unique talents of these two businesses, Twenty Degrees will be a global entity for the commercial development of fresh produce brands internationally. It will bring together expertise and capability in IP protection and management, strategic marketing and brand management, quality assurance and compliance, territory management and licensing.

This strategic move aims to promote commercial success for Twenty Degrees and safeguard funding for industry services while allowing the APAL Board to concentrate on the Australian industry and the interests of growers, with a priority on industry services, growth and development.