

KIKU®

Girlan, South Tyrol, Italy

Walking in KIKU® apple's wonderland

November 1990: Luis Braun discovers a limb in Japan, at a time when club variety branding is almost unknown in the apple business. Today the premium brand KIKU is a success story with 29 partnerships, 25,000 tons and increasing volumes, and massive brand building activities.

"In the 90's," explains Jürgen Braun, CEO of KIKU® Apples, "growers and marketers were reluctant to bet on a branded product. It was simply unusual to do so. Today, nobody buys into a no-name product, the value and benefits have proven to be enormous."

KIKU's success is a puzzle involving several pieces, but especially strong branding at consumer level, with a mix of activities is crucial: tastings and contests at POS; support of the apple brand in other business fields such as 100% pure KIKU® juice, the KIKU® Granita (slush ice), jam, vinegar, and other products produced exclusively with KIKU® apples – 100% pure nature. And, especially "KIKU & Sport". KIKU supports globally more than two dozen young athletes, communicating a positive image to the consumer. "Eating an apple is cool, healthy and practical. Sport, wellness, nature and health, these are all terms positively linked to KIKU®. We choose events and sports which are young, fresh and dynamic like our KIKU® apples: skiers, biathletes, climbers, bikers, tennis players, slackliners, adventurers – storytelling is the key word. We started lots of cross-marketing activities with the bike brand Ghost, were present at EXPO in Milan as well as more important fairs like CEBIT and ISPO, the biggest fairs globally for IT and sports, and apple fairs as well. Apart these B2C activities, KIKU® is present at B2B fairs such as PMA, PMA A-NZ, Interpoma, Fruit Logistica and Asia Fruit Logistica. Recently, we started doing our own events in the KIKU Wonderland, a big showroom with a show kitchen in an old building. These included KIKU marketing meetings, KIKU sports meetings, grower meetings, events with cross marketing companies and many more. Matthias, a KIKU athlete, is a chef, delighting our guests with wonderful dishes, and we spend hours in a beautiful ambience, the highlight of which is the KIKU cellar. Partnerships are what we have been making since we began, and we always celebrate them. All these activities are constantly being shared in KIKU's social media channels."



Brands and products

KIKU®, the gourmet apple with a unique combination of sweetness-juiciness, crunchiness and freshness: KIKU® Super Sweet. KIKU® is healthy and practical, globally produced and enjoyed. The South Tyrolean company KIKU manages the global rights of this premium brand.

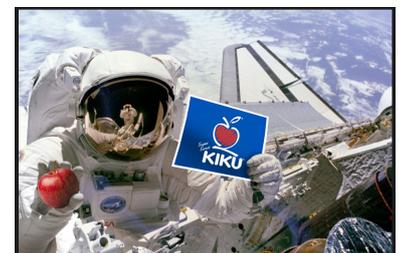
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Partners in:

Europe: Austria, Czech Republic, Germany, Greece, Hungary, Italy, Serbia, Slovenia, Slovakia, Switzerland;
USA: Washington State, Pennsylvania, Michigan.
KIKU Southern Hemisphere:
Chile, New Zealand, South Africa.

What's new in 2017:

www.kiku-apple.com "refreshed"
KIKU Calendar 2017



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