



Cold Snap™ Pear – the Pear that is Winter’s Favourite Fruit™ – is Now Available

In collaboration with Vineland Research and Innovation Centre (Vineland), Vineland Growers’ Co-operative Ltd. has launched the Cold Snap™ brand pear. This made-in-Canada pear brand, whose varietal name is *Harovin Sundown*, delivers a sweet, fresh crunch from mid-October through March making this pear Winter’s Favourite Fruit™.

Vineland’s Consumer Insights team conducted focus group studies to better understand pear consumer preferences, building the foundation for a robust marketing and branding strategy. “We discovered the Cold Snap™ brand pear’s attributes – a uniquely round shape with red blush skin, a perfect balance between sweetness and acidity and a good texture that is not too mushy or crunchy – appeal to consumers,” said Dr. Amy Bowen, Vineland’s Consumer Insights Research Program Leader. “The Cold Snap™ brand pear refreshes the pear category at retail, introducing the first innovative pear in Canada in a number of years.”



The pear, developed by Agriculture and Agri-Food Canada at the Harrow Research and Development Centre, was licensed to Vineland in 2009. In 2011, Vineland entered into a commercial license agreement with Niagara-based Vineland Growers’ Co-operative Ltd. providing it with the exclusive Canadian rights to produce and sell the pear. Since then 75,000 pear trees have been planted across Ontario and Nova Scotia by co-operative member growers who welcome this new pear, as it is fire blight-resistant and offers a longer storage life than other pears. Plantings have also begun in Europe and the United States to supply those markets, making the Cold Snap™ brand pear a Canadian brand marketed to the world. The variety is available in Canada in selected Loblaws, Sobeys, Costco Wholesale, Walmart and Metro stores. Visit coldsnappear.ca for additional information.

For more information, please contact:

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