



CRUNCH INTO ZESTAR!™

GREAT CRISP TASTE

The most outstanding feature of a Zestar![™] Apple is its sprightly sweet-tart taste with a hint of brown sugar. And, unlike other early season apples that are often soft or mealy, Zestar! is juicy with a light, crisp texture. Just one bite, and you will savor the zesty flavor and crunch.

ZESTAR! RIPENS EARLY

Growers and apple lovers will delight in this tasty apple that ripens so early in the season. Under Minnesota growing conditions, Zestar! fruit ripen in late August to early September, about the same time as Paulared[®]. It's the perfect way to start the apple season on a good note.

EXCEPTIONAL EXTENDED STORAGE LIFE

Zestar! Apples maintain their great taste and crunch for 2-2 1/2 months in refrigeration. For consumers this means an apple that will give them a zesty crunch after hours in a lunchbox, days in a fruit bowl, or weeks in a refrigerator.

GOOD EYE APPEAL

Zestar! Apples are nice and round with an average diameter of approximately 3 inches. Their color is 60-85 percent red depending on exposure to the sun. Where the sun shines on the fruit, a bright rosy-red blush develops. Shaded areas are often creamy yellow. One Minnesota grower, who usually sees nice red color on at least half of each fruit pointed out, "My customers don't care what it looks like, once it passes their lips!"

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ZESTAR! IS COLD HARDY

University of Minnesota (U of M) research scientists have tested Zestar! trees through harsh Minnesota winters as well as severe cold conditions created in laboratory freezers to determine that Zestar! has the hardiness to perform in northern apple-growing regions.

U OF M HIGH QUALITY FAMILY HERITAGE

For generations the University of Minnesota has taken great pride in developing high quality apples. Since 1878 when our breeding efforts began, we've brought you 23 new apple varieties including Haralson, Fireside, Honeygold, Regent, Sweet 16 and Honeycrisp™. Zestar! introduced in 1999, from a hybridization of State Fair x MN 1691, is our latest pride and joy. We're confident that you will be pleased with this flavorful, crisp apple.

EXPANDING AVAILABILITY

This fine variety is patented (Minnewashta, USPP 11,367) and presented as the trademarked Zestar!™ Apple. See our website www.apples.umn.edu for a current listing of nurseries that are licensed to propagate and sell Zestar! trees.

LEARN MORE AND ACCESS ZESTAR! PICTURES

Visit our apple website at www.apples.umn.edu to learn more about Zestar! and its promising successful future. We're also pleased to provide you with easy access to Zestar! pictures that you can quickly download for your own website, catalog, or publications.

**Be sure you crunch into the potential success of Zestar!
Contact your nursery and ask for Zestar!**

ZESTAR!™ APPLE CHARACTERISTICS

Flavor:	Most outstanding feature! Excellent sweet-tart balance with a brown sugar overtone
Texture:	Light, crisp and juicy
Features:	High fruit quality & cold hardiness
Region:	Grows best in northern U.S., Canada and areas with a relatively cooler climate
Growth habit:	Somewhat upright
Vigor:	High in early years, but attains a spur-type habit and moderate vigor as it matures
Precocity:	Good on dwarf rootstocks
Bloom:	Very early
Ripening Season:	Early
Size:	3-inch average
Color:	60 to 85% red
Fruit Adherence:	Good. Usually harvested in 2 pickings
Scab response:	Susceptible
Fire blight response:	Somewhat resistant
Storage Life:	2-2 1/2 months
Culinary Use:	Excellent for fresh eating and cooking

**SEE OUR APPLE WEBSITE
FOR MORE ABOUT ZESTAR!**

www.apples.umn.edu

UNIVERSITY OF MINNESOTA
Minnesota Agricultural Experiment Station

Zestar!™ Apple and Honeycrisp™ Apple are trademarks of the University of Minnesota

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