

MEDIA RELEASE

**ENVY™ 2019 SEASON LAUNCH IN SYDNEY SHOWCASES
SWEET AUSTRALIAN APPLE**



Scott Montague, Rachael Finch and Rowan Little (Montague) celebrating the 2019 season launch at Quay restaurant, Sydney.



Envy™ Apple is now available nationally at Woolworths supermarkets.



Smoked pork jowl, pickled Envy™ apple, cippolini onion, young peas created by Peter Gilmore.

SYDNEY, 3 MAY 2019 - Montague expands this seasons range of specialty Australian grown apples with the launch of its 2019 [envy™](#) apple season. Innovators in horticulture, Montague is dedicated to offering Australian consumers consistent fresh produce. A sweet and dense new apple, envy™ is the sweetest tasting apple in Montague's range. Having an increased crop of one third since last year, the 2019 harvest was celebrated in Sydney yesterday and is now available at Woolworths supermarkets nationally.

Sister variety to the already popular JAZZ™ apple, envy™ apples' greatest quality is its ability to maintain a bright white flesh well after being sliced, making it ideal for snacking, salads and serving platters.

Montague Director and third-generation family member, Scott Montague, said; "We are thrilled to partner with Woolworths to present the second season harvest of envy™, an indulgently sweet apple that has experienced high demand globally, and support growers throughout regional Australia".

“The extremely good growing conditions from January through to April has seen excellent size and colour develop in envy™ crops across the country - we are dedicated to offering Australian customers with high quality flavours they demand”.

Envy™ is one of the latest success from the team at Montague who have been growing fresh produce for Australians since 1948. The brand’s third season was launched at Quay, Sydney on Thursday 2 May. The fruit was showcased in a luxe lunch menu where guest celebrity, Rachael Finch, tasted the fruit and enjoyed a bespoke envy™ menu created by Peter Gilmore.

“Envy™ apples are the perfect on-the-go snack for my family”, says Rachael Finch.

“The sweetness, low acidity and high juice ratio makes them a great addition to my morning green smoothies or as an after dinner treat”.

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For media enquiries, high resolution images and sampling requests, please contact Hatching Communications:

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High resolution images can be found here:

<https://www.dropbox.com/sh/aje05ohcy3o5k3x/AACgIDdRtfiOH7Ij0sjRCL2pa?dl=0>

To keep up to date with new innovations from Montague or interact with the team online, please visit: www.montague.com.au



[@MontagueOfficial](https://www.facebook.com/MontagueOfficial)

“Did you know @MontagueOfficial’s indulgent apple brand envy™ maintains a bright white flesh well after being sliced?”.



[@Montagueaus](#)

“Meet envy™, @Montagueaus sweetest apple brand that’s now in season”.



[@Montagueofficial](#)

“Stay sweet with @MontagueOfficial’s indulgent envy™ apple, available nationally only from selected Woolworths supermarkets”.

Background Information:

[Montague](#) is a family-owned business whose history stretches back three generations. Founded by William (Bill) Montague (OAM) in 1948, Montague is now run by Bill’s son Ray and grandchildren Hamish, Scott, Tim, Crystal and Andrew. Montague activities include fruit production and packing, food sales and marketing and the provision of storage and logistics services. The Montague team and their growing partners are dedicated to developing the industry’s offering and educating consumers about the world of fresh produce.

A cross between a Braeburn and a Royal Gala, [envy™](#) is the sister variety to the Montague’s already famous apple, JAZZ™. Envy™ is recognised as the most popular new apple in Asia where it has achieved incredible demand. Featuring a dense flesh that is sweet, juicy and low in acidity, it maintains a bright white flesh well after being sliced making it a favourite for cooking and snacking.