



## ② Motive







- ① We are interested in apples.
- ② We want people to get interested in apples.
- ③ Apples are specialty goods of Aomori.

## Apple's charm

- ① Moist texture
- ② Sweetness
- ③ Colorful
- ④ delicious



## ③ Apples that are best for cooking.

| Variety   | Features                      | Texture              | Taste                   |
|---|-------------------------------|----------------------|-------------------------|
| <br>Kogyoku  | Hard to break<br>in to pieces | Soft                 | Sweet<br>and<br>sour    |
| <br>Fuji     | Good texture                  | Hard                 | Sweet                   |
| <br>Tsugata  | Much fruit juice              | Soft                 | little acidity<br>Sweet |
| <br>Jonagold | Much fruit juice              | Soft                 | Sour                    |
| <br>Mutsu    | Big size                      | Moderate<br>hardness | Sour                    |
| <br>Atane    | Hard to break<br>in to pieces | Hard                 | Sweet<br>and<br>sour    |

Apples that are best for cooking ~

Apples suitable  
for cooking!  
kogyoku!

reason ~  
Kogyoku has a sweet  
and sour taste.  
also it is hard to  
break into pieces