

# THE ★ MAGIC IS HERE!



[www.magicstar.eu](http://www.magicstar.eu)





# Magical taste sensation

Just one bite of a Magic Star is all it takes to show why we are so excited to be launching this new apple variety. Juicy, fresh yet sweet, firm and aromatic. Magic Star has consistently topped the rankings in a range of European consumer panels as one of the most popular varieties of apple.

## Variety description

SQ159 Magic star® is an apple with excellent eating quality.  
SQ159 Magic star® is sweet, aromatic and crunchy.  
SQ159 Magic star® has a good shelf life and an unusually good storage capacity.

### Dutch consumer test panel

- + 40% think Magic Star are better than apples on sale in supermarkets
  - + 48% think Magic Star are just as good as apples on sale in supermarkets
  - + Conclusion: 88% of consumers surveyed would like these apples to be on sale in supermarkets
- N=500 carried out by CSO Wageningen on behalf of Fresh Forward.

Variety name	SQ159 (Vf Scab Resistant Variety)
Fruit size	65-85 mm
Fruit color	Red to dark red blush
Blush	Average 70-90% blush
Texture	Crunchy
Appearance	Firm and attractive
Shape	Conical, uniform appearance
Bloom time	1 to 2 days before Golden Delicious
Biennial bearing	Little susceptibility
Fruit thinning	Thinning is necessary for optimal fruit size
Diseases	Little sensitivity to fruit tree cancer , little susceptibility to mildew
Picking time	Equal to or just after Braeburn.
Method of picking	As trees mature, is picking twice recommended
Ripeness criteria	Firmness 8,0-9,0 kg/cm <sup>2</sup> ; starch 5-6; sugar 12,5-14,5°Brix; acid 6,5-7,5 g/l
Firmness	After storage and seven days of display time 7,5-8,5 kg/cm <sup>2</sup>
Storage	Controlled Atmosphere Storage 4-6 Months, Ultra Low Oxygen Storage 10-12 Months