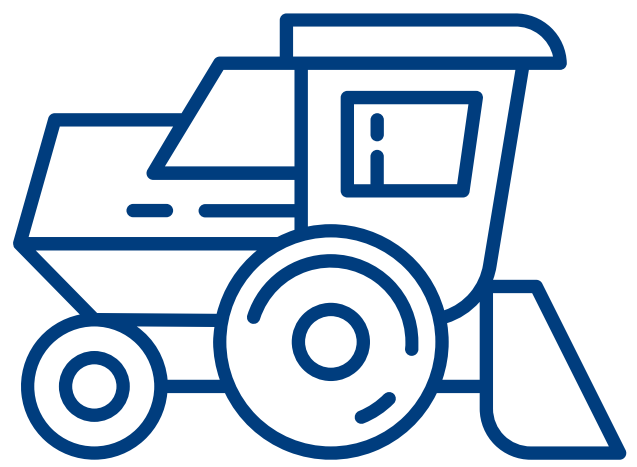




Innovation, Identity & Impact



Cultivating Wellness, **ONE HARVEST AT A TIME**

At Dutoit, our purpose—"Cultivating wellness, one harvest at a time"—guides the decisions we make. From investing in sustainable practices to developing educational tools for future farmers, we're committed to shaping a better, healthier world through agriculture.

In this issue, we're excited to share orchard updates, fresh packaging, the launch of Juicy Gems, and a glimpse into the future of apples with Kissabel®. It's all part of our mission to grow more than just produce—we grow possibilities, partnerships, and purpose.



A FRESH LOOK FOR A FRESH *future*

Our brand evolution goes beyond a refreshed logo—it extends to the products we bring to the market. We're excited to introduce our **revamped packaging range**, designed for efficiency, product segmentation, & consistency—**ensuring quality** from farm to shelf.

Our new range of packaging includes:



EXCLUSIVE

Unmatched quality, **vibrant appeal**.
Hand-selected produce with **exceptional**
colour, uniformity, and premium taste.



CLASSIC

Commitment to **industry standards**.
Reliable, high-quality produce that reflects
our legacy of **trust and sustainability**.



SELECT

Supporting diversity with **subtle elegance**.
A versatile range that embraces variety while
upholding **Dutoit's signature quality**.

*This transformation reflects our dedication to
excellence, making it easier than ever for customers
to experience the very best of what we grow.*

INTRODUCING OUR NEW BRAND IDENTITY

We're proud to reveal our refreshed brand identity—bold, modern, and rooted in purpose. Our updated logo and vibrant colour palette reflect the values that drive us forward:

- Reliability
- Loyalty
- Orderliness
- Dignity

This brand refresh is more than cosmetic—it signals our continued commitment to quality, community, and environmental care. As we evolve, we remain true to our heritage while cultivating a future of innovation and impact.



Pome Fruit Update

A SEASON OF QUALITY, NOT QUANTITY

We're wrapping up months of hard work in the orchards. While yields have been lower across the industry, we're grateful for clean crops and favourable harvesting conditions.

This allows us to maximise the quality of fruit available for packing. Market conditions remain stable, and we're working closely with partners to get the right fruit into the right hands at the right time. Our expanding brand tiers are helping us match each configuration with market needs—ensuring Dutoit's name remains synonymous with excellence.

Jysbert du Toit

*Commercial Director,
Fruit Packing*







Kissabel® Apples Show Exceptional Promise

Innovation is at the heart of Dutoit's orchard strategy, and Kissabel® apples are a vibrant example of what's to come. Developed through natural breeding as part of the global IFORED programme, these striking apples feature red-to-pink flesh and intense flavour—no genetic modification involved.

Planted in 2023, Dutoit's first semi-commercial harvest this year exceeded expectations. The fruit showed vivid colour development, particularly in warmer climates, and a flavour profile that is gaining attention from our marketing team and retail partners.

South Africa plays a key role in the global rollout of this premium variety, and our trials are laying a strong foundation for the planned commercial debut in 2026.

"We're excited to introduce Kissabel® to media, influencers, and select retail partners this June. The colour, taste, and story behind this apple is something truly special!"

A handwritten signature in blue ink that reads 'Willie Kotze'.

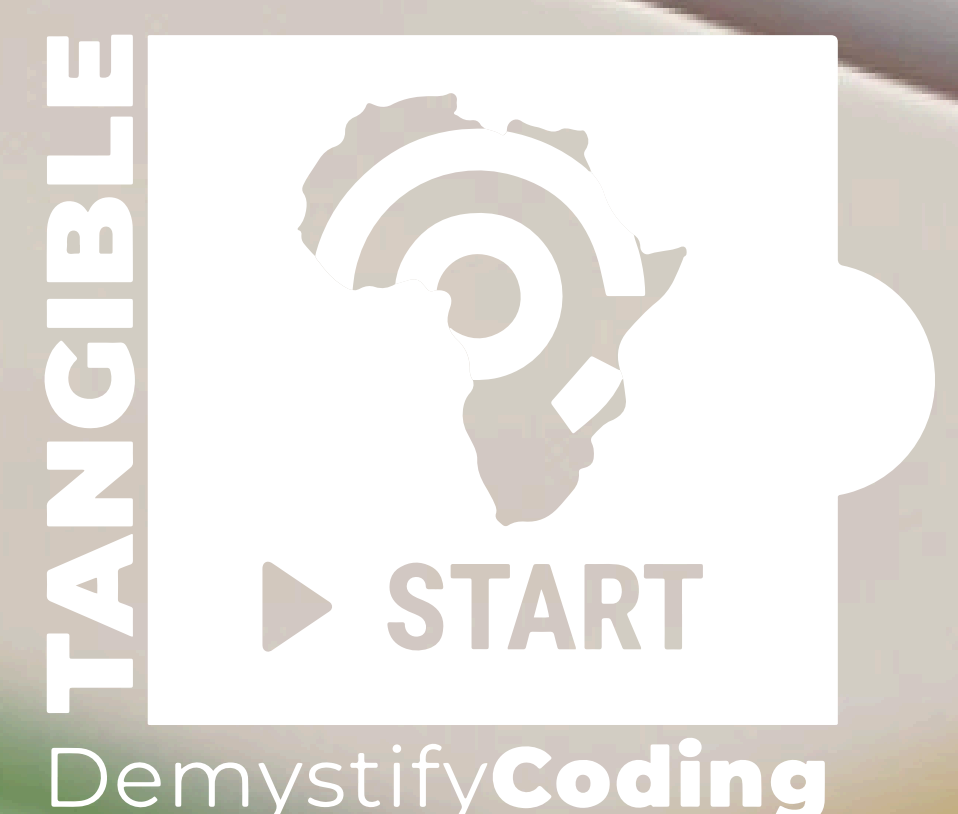
*Technical Manager,
Dutoit*





Exciting News!

We're proud to launch Juicy Gems, a one-of-a-kind educational game developed in partnership with Tangible Africa. This mobile game blends agricultural learning and coding skills, using physical tokens to control a virtual tractor and complete real-world farming challenges.



▶ START

DemystifyCoding

Available from July via a QR code in Dutoit apple bags in participating Checkers stores, the game is already being rolled out in schools with support from the South African Teachers Union.

Tournaments will kick off in July around Mandela Day, turning classrooms into hubs of curiosity and coding

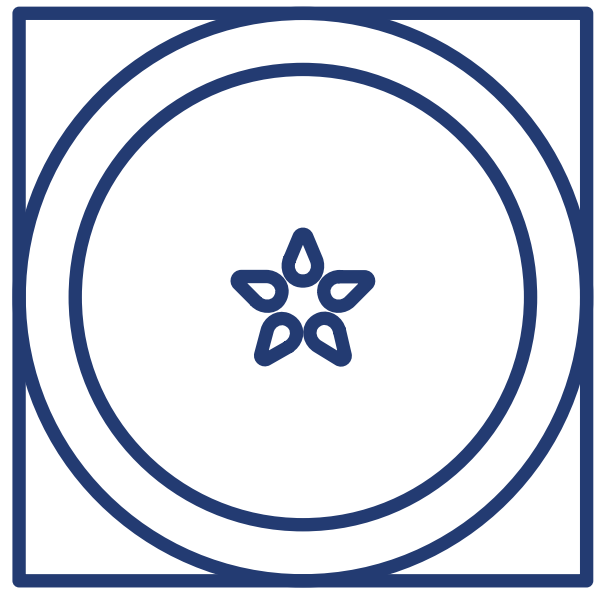
"Juicy Gems is about planting the seeds of knowledge and sustainability in the next generation."

Jysbert du Toit

Commercial Director,
Fruit Packing







Celebrating Apple Pie Day

HONOURING OUR HERITAGE, SHOWCASING INNOVATION

Every year, Apple Pie Day is our way of celebrating what we love most — the harvest, our heritage, and the simple joy of sharing good food. This year, we marked the occasion with a sensory tasting event that brought the orchard to life through scent, flavour, and storytelling.

Hosted exclusively for media and industry partners, the experience showcased 11 distinct apple varieties, including several under development by our Technical and Research team. Among the highlights were:

- **Kissabel® Rouge** – A breakthrough apple with naturally red flesh and berry-like flavour, developed through traditional breeding methods as part of the IFORED program
- **Envy™** – A crowd favourite for its balance of sweetness and crispness, bred from Braeburn and Royal Gala
- **Opal®** – Bright yellow, naturally resistant to browning, and perfect for both fresh eating and baking
- **Cosmic Crisp®** – Celebrated for its long shelf life, exceptional crunch, and sweet-acid balance

As one of South Africa's oldest apple producers, cultivating 14 commercial varieties, we remain deeply rooted in tradition while pushing forward with next-generation innovation. Apple Pie Day is more than a celebration — it's a reminder of our commitment to quality, flavour, and the future of apple cultivation.

With the harvest season concluded, we look forward to sharing these exciting new varieties with the market. Stay connected for updates on availability and distribution.

Thank you for growing with us

From refreshed branding to future-focused innovations, everything we do at Dutoit is in service of our core purpose: Cultivating wellness, one harvest at a time. Thank you for being part of our story. We look forward to what the next season will bring.