



## Fast Ed Jazzes up Apple season in 2012

**JANUARY XX, 2012** –Crunchy, effervescent and almost ready for the picking, the Jazz™ Apples 2012 season kicks off with a new ambassador, celebrity chef and television personality, Ed Halmagyi – Fast Ed! Best known for his cooking segment on *Better Homes and Gardens*, Fast Ed's cooking prowess and commitment to feeding his family healthy, fresh and delicious food makes him the ideal ambassador for Jazz™ Apples.

In his role as ambassador, Fast Ed will work to create fresh and delicious Jazz™ Apple recipes suitable for the whole family, support Australian farmers and local producers and appear and conduct insightful Jazz™ Apple cooking demonstrations at community events and at the Good Food & Wine Shows in Melbourne on Saturday 2<sup>nd</sup> June and in Sydney on Saturday 23<sup>rd</sup> June.



*Seared Salmon with Jazz™ Apple  
Waldorf and Lemon Aioli*



*Jazz™ Apple Ambassador  
Ed Halmagyi, Fast Ed*



*Jazz™ Apple Crepe Cake  
with Meringue*

Crispy and crunchy for longer than other varieties, Fast Ed has created a range of twelve tasty Jazz™ recipes that showcase Jazz™ Apple's versatility. From Jazz™ Apple and fig bars for breakfast, seared salmon with Jazz™ Apple waldorf and lemon aioli for dinner and Jazz™ Apple crepe cake with meringue for dessert there is no end to the ways in which Jazz™ Apples can be enjoyed. Jazz™ Apples are also the ideal size for school lunch boxes, handbags and gym bags; great for snacking on the go.

Available in April at all major supermarkets and food retailers nationally, Jazz™ Apples firm yet dense flesh and tangy, sweet flavour is a testament to its Gala and Breaburn apple lineage. Since 2007 Jazz™ growers have nurtured juvenile apple orchards into thriving Jazz™ trees that now produce brilliant apples - by the crate-full! 330,000 Jazz™ trees are grown in specially selected regions of Australia including Batlow (NSW), Huon Valley (TAS), Adelaide Hills (SA), Stanthorpe (QLD), Manjimup (WA), Northern Tasmania and Southern Victoria.

Jazz Apples are due in store April and will be available in all major supermarkets and food retailers nationally.

For media information, Fast Ed's Jazz™ Apple recipes or high res images please contact:

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