

Monday, 1 September 2020

Australia's Lenswood Pink Lady apples arrive at KLCC

By CHOW ZHI EN
zhien.chow@thestar.com.my

LENSWOOD Pink Lady apples make their grand debut at Isetan KLCC Foodmarket as part of the 7th Tasty Australia food fair.

A joint effort between Isetan KLCC and The Model Cook (TMC), the exclusive brand agent in the country for Lenswood Apples, Tasty Australia offers apple lovers another great experience with Lenswood Pink Lady apples.

South Australia has an extensive history of apple growing which began in Adelaide Hills in the 1860s. Lenswood Apples is a wholly South Australian-owned cooperative that has united different generations of farmers and farming experience with innovation to produce the finest Australian apples available since 1933.

Interestingly, Pink Lady apples were a result of Australian plant-breeder John Cripps, who crossbred two types of apples – the Golden



Lee (left) and Ang premiering the Lenswood Apples tasting session at Isetan KLCC.

Delicious and Lady Williams.

What resulted was a beautifully shiny and rosy, crisp and juicy apple called Pink Lady.

Lenswood's Pink Lady apples are cultivated in the cool climate region of the immaculate Adelaide Hills of South Australia and being around

550m above sea level, the region is the ideal location to grow crunchy and juicy Pink Lady apples.

And as Lenswood growers are Global GAP accredited, they are also dedicated to managing their orchards and workers in a sustainable manner.

"The pristine and clean environment, including the soil and natural process growing of apples in the orchards, allows Pink Lady apples to develop a nice thin-skin and appetising reddish colour," said TMC executive director Vivien Lee.

"The important quality these 'biting' apples have is in the taste and flavour. When you bite into a Pink Lady apple from Lenswood, there is a bit of 'fizz', some effervescence to it," she added.

Today, the Lenswood Pink Lady apple is one of the most well-known modern apples.

Each one soaks up sunshine for 200 days before being harvested, which is what gives the Pink Lady its iconic rosy blush.

The fruit sports white flesh and crunchy texture that comes with a tart taste followed by a sweet finish.

The apples also have an aromatic richness about them which is accentuated when accompanied by flavours like honey, vanilla, rose

and even spices.

Because of this, Pink Lady apples are great in salads, sauces and pies as it requires little to no sugar when cooking or juicing it.

"The juice from these apples has a light pinkish colour, and when you taste it, the sweetness isn't overpowering. There is a touch of tartness that gives it a nice balance," said Lee.

TMC co-executive director Ang Kha Beng added that the juice was "rulkier", being more full-bodied and well-rounded in taste.

TMC said the high standards of Lenswood Apples aligned with its commitment to help people eat better and healthier by providing all-natural and GMO-free, value-for-money food.

While Tasty Australia is live until Sept 9, you can get your share of Lenswood Pink Lady apples at RM99 for a pack of nine.

Or if you want a "snack and go" pack, there are smaller packs of four for RM39.90 each.

(Source: The Star, Food, 1 September 2020, Monday)