



Tastee Apple[®], Inc. Media Kit

Tastee Apple, Inc. Quick Facts

What is Tastee Apple, Inc.?

Tastee Apple, Inc. is the largest, caramel-apple business in the United States. Family-owned and operated since 1974 in the historic Village of Newcomerstown, Ohio, Tastee Apple, Inc. has sold over 250,000,000 apples with candy, chocolate, caramel, and other toppings.



What products do we make?

Tastee makes three lines of apples:

Caramel Apples: Caramel (with peanuts); Candy (with peanuts); Chocolate Turtle (with peanuts and mini chocolate morsels); Jelly (with coconut), and Plain (with no nuts). These are available August through October via your local grocery store.

Fantasy Gourmet Apples including: Chocolate Peanut, Chocolate Pecan and Double Chocolate are available during Valentine's Day, Easter, Mother's Day, Thanksgiving, Hanukkah, and Christmas.

Super Premium Gourmet Apples including: Chocolate Pecan Obsession (our best seller!), Triple Chocolate Sensation and White Chocolate Pretzel are available during Valentine's Day, Easter, Mother's Day, Thanksgiving, Hanukkah and Christmas.



Why are we unique?

All Tastee Apples, Inc. apples go through a unique, seven-step rating process to guarantee the quality and freshness of the fruit. Perfectly-ripe apples are "sticked" in made-from-scratch, small-batch, kettle-cooked caramel or a candy coating.

After the apples cool, they are rolled in gooey toppings like milk, dark or white chocolate and then rolled in fresh peanuts, pecans, cookies, or pretzels. The candy and caramel apples are then carefully packaged, stored and shipped to stores throughout the country.



Location: Tastee Apple, Inc., Inc.
60810 County Road 9
Newcomerstown, OH 43832
Phone: 740-498-8316
www.tasteeapple.com

Company Founded: 1974
Employees: 11 with tenure from 2 to 35 years - with an average of around 18 years



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Frequently Asked Questions

How long do Tastee Apples last?

Tastee Caramel Apples can last up to two weeks after purchase when refrigerated. Tastee Fantasy Gourmet Apples can last up to 30 days after purchase when refrigerated, and Tastee Super Premium Gourmet Apples can last up to 30 days after purchase when refrigerated. Stock up when they are available so you can have plenty on hand to enjoy!

Is it OK to freeze Tastee Apples?

No! Freezing is not recommended. Just refrigerate your Tastee Apples once you get them home to extend their life.

Where can I buy Tastee Apples?

Most grocery stores stock Tastee Apples. If you are having trouble finding our products at your local stores, ask the manager for help. You can also contact us directly at 800-262-7753 and one of our customer service representatives will help you.

Are Tastee Apples healthy?

Caramel contains minimal fat, no saturated fat and no cholesterol, to help with a balanced diet. As for the 28 grams of sugar, it's about the same amount you would get if you ate a six-ounce serving of strawberry-flavored yogurt. And eating a crisp, raw apple actually helps clean your teeth and mouth. It's a snack you can absolutely feel good about!

Tastee Apples are good for your:

1. Diet

Simple, portable snacks that are great tasting, energy-boosting and overall have very little total fat.

2. Heart

Research confirms it! The antioxidant phytonutrients found in caramel apples help fight the damaging effects of LDL (bad) cholesterol. (http://www.naturalnews.com/025013_apple_apples_fiber.html)

3. Digestion

Just one Tastee Caramel Apple provides as much dietary fiber as a bowl of bran cereal. (That's about one-fifth of the recommended, daily intake of fiber.)

4. Bones

Tastee Caramel Apples contain the essential trace element, boron, which has been shown to strengthen bones - a good defense against osteoporosis.

5. Energy Level

Tastee Caramel Apples contain complex carbohydrates which give your body a longer, more even energy boost.



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Tastee Apples, Inc. Executive Team

Greg Hackenbracht Tastee Inc., President, Founder and Owner

Greg Hackenbracht is the president, founder, and owner of Tastee Apple, Inc., www.tasteeapple.com. He grew up beside the 4,000 apple and peach trees on his family's property, Hackenbracht Orchard, in the small, historic Village of Newcomerstown, Ohio where he lived, ate and breathed fruit.

After graduating from high school in 1973, at the start of economic recession, Greg faced very few prospects for employment, and college money was in short supply. But his father, John, had the perfect solution. They could start a caramel apple business where Greg could work six months out of every year and go to college the other six. Tastee Apple, Inc. was officially born.

After receiving his Bachelor of Science in Marketing/Marketing Management from Bowling Green State University in 1979, Greg eagerly joined Tastee Apple, Inc. on a full-time basis. During his first, 12 to 15 years with the company, he worked tirelessly, often sleeping in a chair at the plant during the company's busy season. Greg's hard work paid off as he helped turn a simple, start-up into the largest, caramel apple producer in the U.S.



With over 40 years in the specialty-apple processing business, Greg has experience as a member of The National Apple Month Committee where he was the chairman for five years, and he sat on national, marketing boards designed to increase the consumption of apples. In addition, he worked with retail grocery chains and produce distributors to become the leader in innovating packaging and customer service. Through Tastee Racing, Greg has even owned and operated a NASCAR-style race team on a national level.

Greg founded Tastee Apple, Inc. with a customer service and solutions-oriented approach. He has spent his life constantly looking at how to give consumers the best products and most positive experience possible.

Today, you can usually find Greg at work overseeing the creation of his family-recipe caramel, candy and chocolate-coated apples or talking to customers. But when he's taking time off, he likes to be with his wife Susan and three children, Kyle, Katie and Chad.



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Buzz About Tastee Apple, Inc.



["What's Wrong with this Picture?"](#)



["In the Spotlight: Tastee Apple Varieties"](#)

[Tech Talk Radio with Craig Peterson](#)

Huffington Post
["Happy Halloween Treats for Grown-Ups"](#)



["Tastee Apple Inc. The Largest Caramel Apple Business in the U.S." – An Interview with Tastee Apple's Greg Hackenbracht](#)



Everything you need to build your business

["Caramel Apples Expert from Tastee Apple Reveals Secrets to 40 Years of Business Success"](#)



a beautiful career.
a beautiful life.

["Tastee Apple's Greg Hackenbracht Offers Insights on Caramel Apple Business Success"](#)

"Congratulations on a very excellent and consistently delicious product. We have enjoyed your caramel apples for years." Tim C.

"I just bought the last six caramel apple turtles from my local Fairway in Manhattan, NY and they were really outstanding. I think they were possibly the best caramel apples I have ever had." Matt Sapio

"I just recently discovered your caramel covered apples. OMG they are so very delicious. I purchased 1, and as soon as I got home I tried it. Had to eat the whole apple! Went back to the store a few days later and they were sold out. On my last visit, I purchased 10. Yes 10! Now I can have an apple a day, like the Dr says, at least for the next 10 days! So glad I discovered these very tastee good for you treats!" Cherri in Texas

A few weeks ago, I discovered your delicious caramel apples at our local Walmart (Miami, FL). I purchased 1 pack to taste-test for a Halloween dessert table for a client. Since then, I've purchased about 8 3-packs to share with my caramel-apple-lover family! (New big fan!) Elena C.

"Thanks for making such a great product and I really like that it is made in the US. Please keep the tasty products coming!" Sarah in King of Prussia, PA

"As I bite into my first caramel apple of the season, I am inspired to write your company to tell you how much I love the product. These apples are amazing." Doug M.