



FROM  
NATURE  
TO THE  
WORLD

expOrtall  
foreign trade

# OUR STORY



Exportall founded in Karaman Turkey is a leading supplier & exporter of apple and olive oil with finest quality that meet international standards. When the harvest ends, we meticulously pick our apples in terms of flavor, color, appearance, and size. We store our apples in a well-equipped cold store to preserve their freshness for long time. We use the latest packing technology with rigorous quality controller process.

Why do we care so much about all these details? Because:

We, Exportall, have been in the apple farming business for over 30 years. It was a family business, and we were passionate about it and still are. Therefore, it is always more than just a job for us, it's a legacy.

# Our VISION & MISSION

At EXPORTALL, we are dedicated to building a quality-conscious company to prepare ourselves for tomorrow. Today, Quality is the main concern of the corporate world. We will differentiate ourselves not by the size of our business, but by our commitment to consistent quality backed by excellent customer service and our ability to respond positively to change. We aim to be a worldwide innovative leader in our products and services. Our mission is to implement Quality in all features and features of a product and service based on its ability to meet stated or implied needs.

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**RED  
VARIETY**

# RED DELICIOUS

Red Delicious apples are medium-sized and have a conical shape. They are broadly round at the top and taper at the base. The thick skin turns bright red well before the fruits are fully ripe, which can lead to early harvests. As they mature, the skin becomes a darker red with white lenticels visibly dotting the surface. The fine-grained flesh is creamy white, crisp and juicy and offers a mildly sweet taste with flavors of melon.



## Current Facts

Red Delicious apples are one of the most well known commercially grown apples in the United States. Botanically, they are classified as *Malus domestica*. Red Delicious apples look a lot different today than when they were first discovered. Over a period of nearly 100 years, improvements were made, altering the fruit's shape, firmness, juiciness and even its color. Red Delicious is the parent apple of several popular varieties like the Starkrimson, Empire and Fuji apples.

## Nutritional Value

Red Delicious apples are high in dietary fiber and contain vitamin C. They offer a small amount of vitamin A and sodium and traces of calcium and iron. Red Delicious apples are higher in antioxidants than many other apple varieties, most of which are contained in the skin.

## Seasons/Availability

Red Delicious apples are available year-round with a peak season in the early fall.

# STAR KING

Star Apples are round and approximately two to four inches in diameter at maturity. Its skin is smooth, leathery and depending on variety either purple to red or yellow to green in color. The inner rind of the purple variety is dark purple and in green fruits white. This rind surrounds a soft, creamy, white pulp as well as six to eleven gelatinous seed cells. When the fruit is cut in half the gelatinous cells form a star shape, hence the name of the fruit. Some of the cells encase small, pointed, flat, black seeds. Fruits can contain anywhere between three and ten seeds, those with fewer seeds tend to have the best flavor. The pulp of the Star Apple is aromatic and has a tropical sweet flavor with nuances of apple, lychee and persimmon. Ripe Star Apples will be slightly wrinkled and dull in color with a soft give when squeezed. To fully ripen, keep at room temperature and once ripe store in the refrigerator.



## Seasons/Availability

Star Apples are available in the spring.

## Current Facts

The Star Apple is of the family Sapotaceae and relative of the mamey sapote and the green sapote. They are known by a variety of different names such as golden-leaf tree, caimito maduraverde in Spain, caimite and caimitier in France and cainito and ajara in Portugal. There are two different varieties of Star Apples one with purple skin and one with green skin. Both varieties are tree ripened and unlike many tree fruits will not fall off the tree when mature so must be picked by hand when ripe.

## Nutritional Value

The pulp of the Star Apple provides a fair amount of vitamin C, calcium and phosphorous. Its pulp has also been found to be rich in phytochemicals aka antioxidants, which have been shown to help to prevent certain cancers and support a healthy immune system. The pulp of the Star Apple has been used to treat sore throats and reduce the inflammation associated with pneumonia and laryngitis. When ground the seeds can be used as a tonic and diuretic. In some areas both a beverage made of the bark of the Star Apple tree and the pulp of the fruit are used to treat diarrhea and dysentery. If eaten in excess the Star Apple can cause constipation.



# SCARLET SPUR

It is a very productive variety that grows spur and semi-upright. Semi-dwarf and strong apple rootstocks should be preferred.



## Seasons/Availability

1 September to 15 September.

## Current Facts

Fruits of medium size, good maintenance conditions are also large and long conical shape. The fruit peel is red with dark glossy coating covering 85-90% of the upper level. It is preferred by the manufacturers because of its early coloration. Fruit flesh is cream colored, sweet, hard, juicy and delicious.

## Nutritional Value

Scarlet Spur apples are high in dietary fiber and contain vitamin C. They offer a small amount of vitamin A and sodium and traces of calcium and iron. Scarlet Spur apples are higher in antioxidants than many other apple varieties, most of which are contained in the skin.

**PINK  
VARIETY**

# ROSY GLOW

A new and distinctive variety of an apple tree, named 'Rosy Glow,' characterized by highly colored fruit, including the fruit which is produced in shaded parts of the tree and in districts that are not conducive to good red color, early red coloring of the fruit allows it to be picked at optimum maturity for long-term storage, and fruit having a red color extending into the calyx.



## Current Facts

These cultivates originate from Australia. These semi-upright trees develop strongly and are very productive. Their fruits are of medium size and have a long cylindrical shape. Their skin is pink on a light yellow base. When consumed a few months later than the fruit harvest season, they achieve an excellent aroma.

## Nutritional Value

Rosy Glow apples are high in dietary fiber and contain vitamin C. They offer a small amount of vitamin A and sodium and traces of calcium and iron. Red Delicious apples are higher in antioxidants than many other apple varieties, most of which are contained in the skin.

## Seasons/Availability

Rosy Glow apples are available year-round with a peak season in the early fall.

# PINK LADY

Pink Lady® apples are a small to medium-sized varietal, averaging 6 to 8 centimeters in diameter, and generally have a round appearance, sometimes displaying a slightly asymmetrical shape with a slanted base. The apple's skin is glossy, smooth, thin, and chewy, with prominent lenticels scattered across the surface. The skin also showcases a yellow-green hue, covered in large patches of bright pink to red blush, growing darker where the surface was exposed to longer periods of sunlight. Underneath the surface, the flesh is fine-grained, firm, and aqueous with a dense and crisp consistency. The flesh is slow to oxidize, retaining its white hue for extended periods, and contains a fibrous central core filled with dark brown, oval seeds. Pink Lady® apples contain high acidity and sugar levels, contributing to the apple's initially tart taste followed by a sweet and floral, honeyed finish. The apple's acidity also develops a refreshing and bright, "fizz-like" sensation on the palate, creating an effervescent aftertaste.



## Seasons/Availability

Pink Lady® apples are harvested in the late fall through early winter. The apples are known for their extended storage capabilities and will stay fresh in professionally controlled coolers from the fall through early summer.

## Current Facts

Pink Lady® apples, botanically classified as *Malus domestica*, are a late-season variety belonging to the Rosaceae family. The pink-blushed apples were developed in Australia in the 1980s and were selected as a commercial variety for their unique color, crisp flesh, and bright, sweet, and tangy flavor. Approximately 65% of the Pink Lady apples grown worldwide do not pass the licensed name's rigorous requirements, as the fruits are measured according to their sugar to acid ratio, skin coloring, and lack of surface imperfections. Pink Lady apple orchards are also meticulously maintained to meet quality standards. The apple trees are spaced to provide ample sunlight, and top branches are pruned to reveal more of the apple's skin to develop fruit's signature pink blush. Pink Lady apples require over 200 days to mature, one of the first apple trees to blossom in orchards and one of the last trees harvested in the late fall. Pink Lady apples marked a new era of apple branding, paving the way for many modern cultivars to be sold under licensed names. Presently, Pink Lady apples are a multi-purpose cultivar favored for fresh eating and cooking, and the fruits are sold worldwide as a premium variety.

## Nutritional Value

Pink Lady® apples are a good source of fiber to regulate the digestive tract and vitamin C to strengthen the immune system while reducing inflammation. The apples also provide potassium to balance fluid levels within the body, calcium to build strong bones and teeth, iron to develop the protein hemoglobin to transport oxygen through the bloodstream, and other amounts of nutrients, including boron, phosphorus, copper, magnesium, and zinc.







# GREEN VARIETY



# GRANNY SMITH

Granny Smith apples are said to have been discovered in Australia by a woman named Maria Ann (Granny) Smith. While there are many versions of the story, one popular legend is that she was testing French crab apple varieties for cooking, throwing the cores and seeds out her kitchen window. As a result, a new cultivar of apple began to grow that would become what we now know as Granny Smith Apples. These apples have a signature green color that will start to turn a greenish-yellow when it gets too ripe. Flavor-wise, it's quite tart with a subtle sweetness. Texturally, these apples are very firm and hold their shape well when baked. Due to their thick skin, Granny Smith apples tend to last longer than others and don't bruise quite as easily.



## Seasons/Availability

Granny Smith apples are available year-round.

## Current Facts

"Granny Smith" apple trees produce fruit that can be eaten out of hand or cooked. Due to the high acid content, these apples do not turn brown after cutting as soon as most other apple varieties. "Granny Smith" apples have firm flesh that holds its shape when slices are cooked until tender. The rich, tangy flavor and firm flesh make "Granny Smith" apples suitable for pies, tarts, chunky applesauce and other dishes. "Granny Smith" apples that remain on the tree until leaf drop have a sweeter flavor.

## Nutritional Value

Granny Smith apples are an excellent source of vitamin C, an antioxidant that can reduce inflammation in the body, increase collagen production, and boost the immune system. The fruits are also a good source of fiber to regulate the digestive tract and provide lower amounts of iron, vitamin A, and calcium.

# GOLDEN VARIETY



# GOLDEN DELICIOUS

Golden Delicious apples are pale green to golden yellow in color and speckled with small lenticels (spots). They are small to medium in size, and tend to be conical or oblong in shape. Golden Delicious apples are firm, crisp, and white-fleshed. These apples have a balanced sweet-tart aromatic flavor, which has been described as honeyed. The flavor varies depending on where these apples are grown; in a cool climate, the amount of acid increases, actually creating a sweeter flavor. When grown in warmer areas, the acid content is lower, creating a milder flavor.



## Current Facts

The Golden Delicious apple is an important American variety of *Malus domestica*. It is a parent apple to many well know varieties, including the Gala, Ambrosia, Mutsu, Pink Lady, and Jonagold. While the exact parentage of the Golden Delicious apple is unknown, it is believed by many to be a relative of the Grimes Golden and the Golden Reinette. It is not, however, related to the Red Delicious apple.

## Nutritional Value

Low in calories, Golden Delicious apples are a good source of soluble fiber, which has been proven to help lower cholesterol, control weight, and regulate blood sugar. They also contain vitamins A and C, as well as a trace amount of boron and potassium, most of which is located in the apple's skin.

## Seasons/Availability

Golden Delicious apples are available fall through summer.

# GOLDEN REINDERS

Golden Delicious apples are pale green to golden yellow in color and speckled with small lenticels (spots). They are small to medium in size, and tend to be conical or oblong in shape. Golden Delicious apples are firm, crisp, and white-fleshed. These apples have a balanced sweet-tart aromatic flavor, which has been described as honeyed. The flavor varies depending on where these apples are grown; in a cool climate, the amount of acid increases, actually creating a sweeter flavor. When grown in warmer areas, the acid content is lower, creating a milder flavor.



## Current Facts

Due to its low tendency to russet also suitable to grow under unfavourable conditions. Very smooth skin and attractive shape. Somewhat less productive and greener colour than the other Golden clones. Short harvest window.

## Nutritional Value

Low in calories, Golden Delicious apples are a good source of soluble fiber, which has been proven to help lower cholesterol, control weight, and regulate blood sugar. They also contain vitamins A and C, as well as a trace amount of boron and potassium, most of which is located in the apple's skin.

## Seasons/Availability

Between 10 September and 20 September.





**GALA  
VARIETY**



# GALA

Gala apples are covered in a thin yellow to orange skin, highlighted with pink to red stripes that vary in hue dependent upon the apples maturity. Their dense flesh is creamy yellow and crisp, offering a mildly sweet flavor and flora aroma. Gala's that are allowed to reach the peak of their sweetness on the tree will have a deeper red hue and a slightly sweeter flavor.



## Seasons/Availability

Grown in both the southern and northern hemisphere, Gala Apples are available year-round.

## Current Facts

A cross between Golden Delicious and Kidd's Orange Red, the Gala apple is currently one of the most extensively grown apples in the world. It has an impressive lineage, being related as well to both the Delicious and Cox Orange Pippin varieties. It is also parent to several varieties such as the Jazz, Royal Gala and Pacific Rose.

## Nutritional Value

Gala apples are a great snacking fruit as they are low in calories, high in water content and offer a fair amount of vitamins A, C and B. They also contain a dietary fiber known as pectin, which has been shown to lower cholesterol levels and help prevent heart attacks. They also contain trace amounts of boron, which has been touted for its ability to help build strong bones.

# ROYAL GALA

Gala apples are a small to medium-sized varietal, averaging 5 to 7 centimeters in diameter, and have a round to conical shape. The apple's skin is thin, bruising easily, and smooth with a light sheen, showcasing a yellow-orange base covered in red and pink blush. There is also prominent red-pink striping and mottling on the skin's surface, giving the fruits a vibrant appearance. It is important to note that Gala apples will have a lighter, yellow-orange coloring early in the season, and as the season progresses, the fruits will develop darker red hues. Underneath the skin, the ivory to pale yellow flesh is fine-grained, firm, and aqueous with a crisp but tender, snap-like quality. The flesh also encases a central fibrous core filled with dark brown and flat seeds. Gala apples emit a perfumed, floral aroma and have a mildly sweet flavor with a hint of acidity. The flesh often bears fruity and floral undertones, combined with nuances of vanilla, apple blossoms, and pears.



## Current Facts

Royal Gala apples are simply a mutation of Gala apples that was bred specifically for its darker red skin color. To be considered a true Royal Gala, at least 50% of the apple's thin skin must be a deep red color. They're naturally lightly striped, too.

Like all strains of Gala, they originated in New Zealand in the early 1900s from a cross between 'Golden Delicious' and 'Kidd's Orange,' which was originally developed by J.H. Kidd.

They got their name when the Queen of England visited New Zealand, tried an apple, and loved them so much that they came to be known as "royal"!

## Seasons/Availability

In the Northern hemisphere, Royal Galas are ready to be harvested between late August and late September. In the Southern hemisphere, the apples are harvested between early February and early March.

## Nutritional Value

Royal Galas are counted among the 5 healthiest apples around. A large Royal Gala apple contains about 10 mg of vitamin C. That's a nutrient that helps produce collagen for healthy skin and wound healing as well as supporting your immune system. The apples also have antioxidants in them, which means they may help fight free radical damage that can lead to health conditions such as cancer or heart disease.





**FUJI  
VARIETY**

# FUJI

Fuji apples are moderately sized fruits, averaging 6 to 8 centimeters in diameter, and have a round to ovate shape with a slightly lopsided appearance. The semi-thick skin is smooth, waxy, and has a yellow-green base, covered in red-pink striping and blush. Fuji apples are known to display a wide range of skin color variation between fruits due to many sports being cultivated with varying shades. Underneath the surface, the flesh is dense, aqueous, crisp, fine-grained, and pale ivory to white, encasing a central core filled with small, black-brown seeds. Fuji apples are crunchy and low in acid, creating a mild and balanced, sweet-tart flavor with notes of honey and citrus.



## Seasons/Availability

Fuji apples are available year-round, with a peak season in the late fall through winter.

## Current Facts

Fuji apples, botanically classified as *Malus domestica*, are a late-ripening variety that belongs to the Rosaceae family. The Japanese created cultivar was bred from two American varieties and is considered to be one of the sweetest apples available in the global market. Fuji apples are also one of the most commercially cultivated varieties in China, the United States, and Japan in the modern-day. Fuji apples are named after their place of creation, Fujisaki, and were selected for their sweet flavor, crisp texture, dense flesh, and extended storage capabilities.

## Nutritional Value

Fuji apples are an excellent source of vitamin C, which is an antioxidant that can boost the immune system, increase collagen production, and protect the body against environmental damage. The fruits are also a good source of fiber, which can stimulate digestion and contain smaller amounts of vitamin A, iron, potassium, folate, and calcium.

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