

Webb's Fruit is a family orchard established in 1914 on the lower, sunny slopes of the Pisa Range on the outskirts of Cromwell in Central Otago. Buying from Webb's Fruit is buying direct from the orchard where it was grown, picked and packed. You can't get better 'Quality in Every Bite' than that.



Webb's Fruit fourth generation family (left-right) Simon, Ariana, Brooke, Cameron & Trudi

3660).

1. All fruit purchases are dispatched on Monday, Tuesday & Wednesday. A 'Quality in Every Bite' measure to prevent any unforeseen transit delays extending over a weekend.
2. Orders need to be placed by 1pm the day before dispatch to ensure the fruit will leave Webb's Fruit orchard the following day. Forward bookings are also welcome for specific types and their varieties (see ripening time frames inside).
3. Consider ordering Webb's Fruit direct from Central Otago not only for you or your family but for special occasions and as gifts for family and friends.



WEBB'S FRUIT - QUALITY IN EVERY BITE

FRESHLY PICKED CENTRAL OTAGO FRUIT DIRECT-TO-YOU WHEREVER YOU ARE IN NZ

Webb's Fruit sales are seasonal. Pre-ordering opens November 1st, first fruit deliveries early January, final fruit deliveries end of March.

QUANTITY GUIDE

Please note: This is an approximate guide as our fruit types vary.

12.5kg	90 - 70 fruits (mixed, peaches, nectarines)
10kg	170 - 125 fruits (apricots, plums)
9kg	50 - 40 fruits (apples, pears)
8kg	55 - 45 fruits (mixed)
7.5kg	55 - 45 fruits (peach, nect)
5kg	85 - 60 fruits (apricots, plums)
4kg	30 - 20 fruits (nect, peach, mixed)
3kg	45 - 35 fruits (apricots, plums)

Ripening and storage guide included in every box.

FREIGHT COSTS

Proven reliable couriers and efficient air and road freight providers are committed to delivering Webb's Fruit from Central Otago to customers within 24 hours from dispatch (RD 48 hours) or on a specified date wherever they are in New Zealand. For PROMPT SERVICE IN RURAL AREAS we highly recommend delivery to a friend/relative or a NZ Couriers agent in your local township.

North Island (including RD deliveries)

3 - 5kg travel boxes: \$14.50 per box
8 - 12.5kg travel boxes: \$21.00 per box

South Island

North of Waitaki (including RD deliveries)

3 - 5kg travel boxes: \$10.50 per box
8 - 12.5kg travel boxes: \$13.50 per box

South of Waitaki (including RD deliveries)

3 - 12.5kg travel boxes: \$9.00 per box

WEBB'S FRUIT

25 Luggate-Cromwell Rd (SH6, the main route between Wanaka & Queenstown)

Cromwell, Central Otago, New Zealand

P: 03 445 3660 M: 027 296 6092

E: webbs@webbsfruit.co.nz W: webbsfruit.co.nz



DIRECT TO YOU - FRUIT CATALOGUE 2017 SEASON

MIXED BOXES

Travel Boxes
4kg \$28, 8kg \$47
12.5kg \$68

A wonderful way to experience a range of Central Otago stonefruit (summerfruit) and pipfruit grown on the Webb's Fruit orchard. As the ripening season progresses, the types and varieties of fruits selected by Webb's packers increases.

APRICOTS

Travel Boxes
3kg \$23, 5kg \$30
10kg \$46

Clutha Sun **Early January**

A New Zealand breed variety. The first of the season with great flavour, the industry's replacement for the Sundrop variety.

Clutha Gold **Late January**

Intense flavours which create a great eating experience. Ideal for both eating and preserving.

Alex **Early February**

Traditional fruit with very flavoursome flesh.

Nevis 160 **Mid February**

First of the late season Nevis apricots. A very juicy fruit with amazing apricot flavours.

Nevis 180 **Late February**

An attractive fruit with great size. This apricot is firm yet juicy to eat. "Our pick of the Nevis series".

Nevis Late **Early/Mid March**

Last apricot for the season. Good eating experience with great apricot flavours.

APPLES

Travel Boxes
4kg \$16, 9kg \$26

Cox Orange Pippin **Early March**

A high flavoured early season tartish eating apple with firm white flesh.

Royal Gala **Mid/Late March**

A bright red-striped apple. Sweet, crisp flavour with firm white flesh. A great eating apple.



NECTARINES

Travel Boxes
4kg \$25, 7.5kg \$40
12.5kg \$58

YELLOW FLESHED

Diamond Bright **Mid January**
Clingstone of medium size. Early season, firm fruit with a shiny red colour.

Spring Bright **Late January**
Clingstone of a good size and sweetness. Eats crunchy or soft and juicy when fully ripe.

Ruby Diamond **Early February**
Freestone with a shiny dark red skin. Has a delicious old fashion nectarine flavour.

Summer Bright **Mid/Late February**
Clingstone with a sweet intense flavour. Eats crunchy or soft and juicy when fully ripe. "Our pick of the bunch".

Fantasia **Late February**
Freestone with a traditional sweet flavour. Great for eating preserving. The established favourite.

Orion **Early March**
Freestone shiny impressive looking fruit. Great flavour, good for eating or preserving.

Summer Blush **Mid March**
Clingstone with a red flick and yellow background. A firm end of season fruit with intense flavour.

WHITE FLESHED

Queen Giant **Late January**
Clingstone with a very sweet, sub acid flavour. Best to be eaten crunchy.

Fire Pearl **Mid February**
Clingstone with very similar characteristics as Queen Giant. Best to be eaten firm. The best of the white fleshed nectarines.



PEARS

Travel Boxes
4kg \$16, 9kg \$26

William Bon Chretien **Early March**
First pear of the season. New Zealand's traditional bottling pear also great for eating. (sometimes known as Bartlett).



PEACHES

Travel Boxes
4kg \$25, 7.5kg \$40
12.5kg \$58

Crown Princess **Early/Mid January**
Clingstone. Very large and firm fruit. Best eaten crunchy, flesh does not soften

Blazing Star **Late January**
Freestone medium sized fruit. This fruit has a nice sweet peach flavour.

Flame Crest **Early February**
Freestone fruit. Eats well with a great flavour.

Rome Star **Mid February**
Freestone fruit with a traditional flavour. Great for eating or preserving.

Golden Tatura **Early March**
Clingstone medium sized fruit. Similar to Golden Queen, yellow skin with exceptional flavour. Great for eating and what we at Webbs Fruit preserve.

Tatura Star **Mid March**
Clingstone medium sized fruit. Very sweet, juicy, firm fleshed peach.

WHITE FLESHED

Spring White **Early January**
Clingstone high flavoured fruit, which is the best of the early season peaches.



PLUMS

Variety One

Travel Boxes
3kg \$23, 5kg \$30
10kg \$46

Fortune **Mid February**
Large shiny yellow fleshed fruit. Sweet and juicy to eat (may need ripening before eating).

Black Doris **Early March**
Small black fleshed fruit. Best for jam and preserving but also great eating.



PLUMS

Variety Two

Travel Boxes
3kg \$25, 5kg \$32
10kg \$58

Greengage **Mid February**
A traditional English fruit, green in appearance with an occasional red blush and a green/yellowish flesh. It is not only tasty fresh but also great for jam and preserving.

Omega **Mid March**
Medium dark fleshed fruit. Heritage plum with intense flavours. Great for eating and preserving.