



Quality in every BITE

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.



PURCHASING WEBB'S FRUIT

Online (webbsfruit.co.nz) or over the phone (03 445 3660)

1. All fruit purchases are dispatched on Monday, Tuesday & Wednesday to ensure 'Webbs Quality in every bite'.
2. Orders need to be placed by 1pm the day before dispatch to guarantee 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.

Harvest periods are indicative only as weather influences ripening and picking.



BUY FRESH FRUIT FROM THE TREE TO YOUR DOORSTEP. ANYWHERE 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, peacharine)
10kg	170 - 125 fruits (apricots, plums)
9kg	50 - 40 fruits (apples, pears)
8.5kg	55 - 45 fruits (mixed)
8kg	55 - 45 fruits (peach, nectarines, peacharine)
5kg	85 - 60 fruits (apricots, plums)
4kg	30 - 20 fruits (nectarines, peach, mixed, peacharine)
4kg	25-20 fruits (apples, pears)
3kg	45 - 35 fruits (apricots, plums)

Ripening and storage guide included in every box.

FREIGHT COSTS

We use NZ Couriers and delivery is OVERNIGHT standard NZ wide. Webb's Fruit recommend delivery to a business addresses for most efficient service.

BUSINESS ADDRESS - Overnight, priority delivery and Highly Recommended

RESIDENTIAL ADDRESS - Overnight delivery, within the following day

RURAL/NON-URBAN - Will take 2-3 days, is customers own risk, additional surcharge applies

North Island

3 - 5kg travel boxes: \$16.00 per box (RD \$21.50 per box)

8 -12.5kg travel boxes: \$24.00 per box (RD \$29.50 per box)

South Island

3 - 5kg travel boxes: \$12.00 per box (RD \$17.50 per box)

8 -12.5kg travel boxes: \$15.00 per box (RD \$20.50 per box)

Central Otago

3 - 12.5kg travel boxes: \$6.00 per box (RD \$11.50 per box)



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: admin@webbsfruit.co.nz W: webbsfruit.co.nz



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2020/21 SEASON

MIXED BOXES

Travel Boxes | 4kg \$30 | 8.5kg \$54 | 12.5kg \$72

A wonderful way to experience a range of Central Otago stonefruit (summer-fruit) 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 \$25 | 5kg \$32 | 10kg \$52

- 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 Jan/Early Feb**
Intense flavours which create a great eating experience. Ideal for both eating and preserving.
- 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 \$18 | 9kg \$28

- 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.

PEARS

Travel Boxes | 4kg \$18 | 9kg \$28

- WILLIAM BON CHRETIEN** **Early March**
First pear of the season. New Zealand's traditional bottling pear also great for eating. (sometimes known as Bartlett).



NECTARINES

Travel Boxes | 4kg \$26 | 8kg \$44 | 12.5kg \$62

»» 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.
- MID STAR** **NEW VARIETY** **Early/Mid February**
Semi Freestone. Highly coloured red skinned fruit with yellow flesh. Super sweet and super juicy with mild 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.
- AUGUST FIRE** **NEW VARIETY** **Mid March**
Clingstone with a very sweet sub acid flavour. Best to be eaten firm

»» WHITE FLESHED ««

- FIRE PEARL** **Mid February**
Clingstone with a very sweet sub acid flavour. Best to be eaten firm

Harvest periods are indicative only as weather influences ripening & picking.



PLUMS



VARIETY ONE Travel Boxes | 3kg \$23 | 5kg \$30 | 10kg \$52

- 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.



PEACHES

Travel Boxes | 4kg \$26 | 8kg \$44 | 12.5kg \$62

»» YELLOW FLESHED ««

- 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.
- ROME STAR** **Early February**
Freestone fruit. Eats well with a great flavour.
- FLAME CREST** **Mid February**
Freestone fruit with a traditional flavour. Great for eating or preserving.
- SWEET DREAM** **NEW VARIETY** **Mid February**
Freestone low acid fruit with sweet mild flavour. Has a bright dark red colouring and best eaten firm.
- 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.



PEACHARINES

Travel Boxes | 4kg \$26 | 8kg \$44 | 12.5kg \$62

- PEACHARINES** **NEW VARIETY** **Mid March**
Crossed between a peach and nectarine. Sweet and juicy yellow fleshed fruit with smooth fuzzless skin. Great eating.

VARIETY TWO Travel Boxes | 3kg \$26 | 5kg \$34 | 10kg \$60

- 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.