



# 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](http://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

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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



## 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.

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## 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.

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.