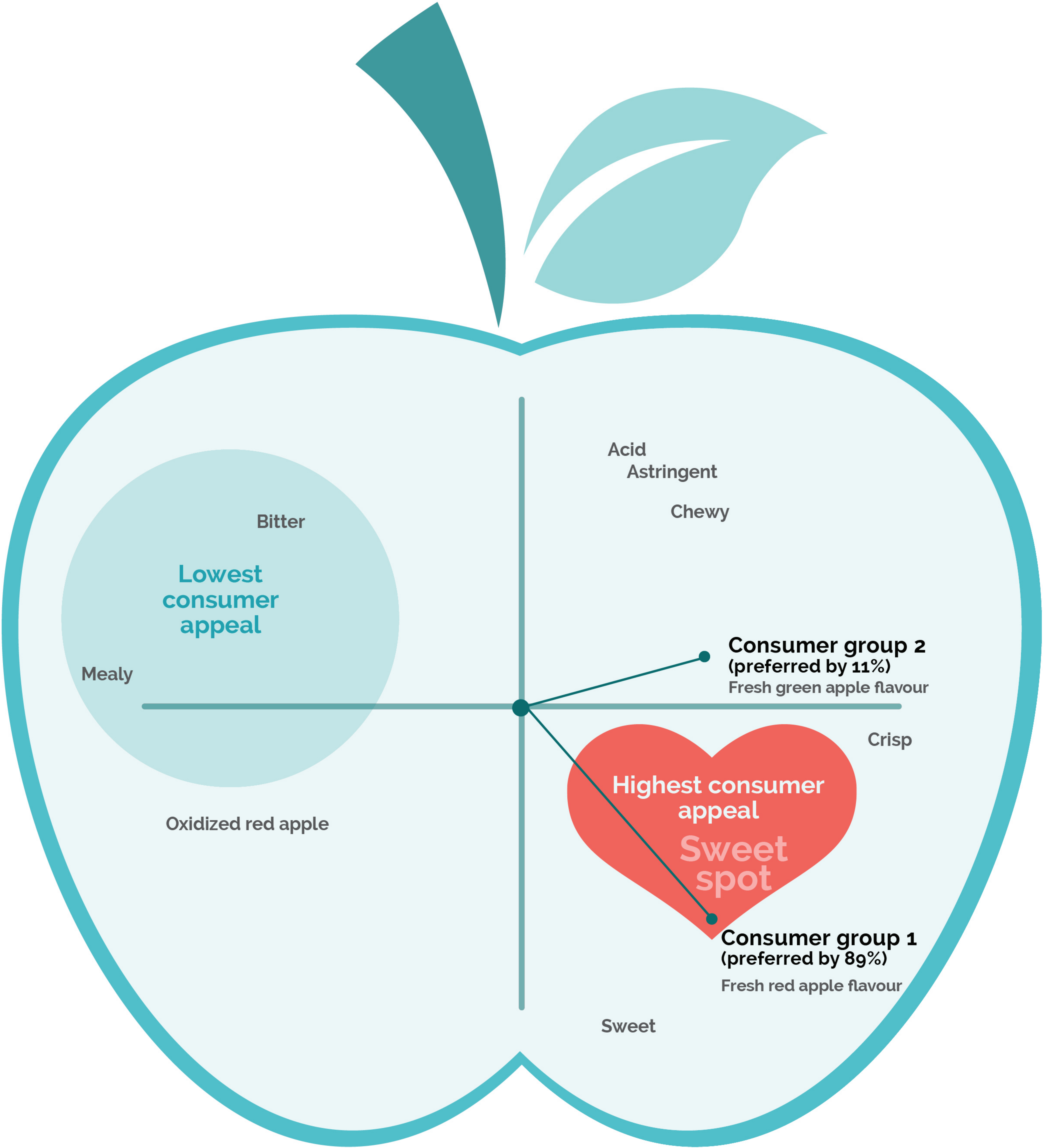


# The sweet spot\*



\*Simplified representation of consumer preferences of 70 apple varieties tested.