

Dr Pepper Snapple Group Newsroom

Mott's Enjoys Special Role in New York Apple Industry

Every autumn, New Yorkers celebrate a tradition that dates back to colonial times with the annual apple harvest. New York is the second-biggest producer of apples in the United States, and no name is more identifiable with New York's apple industry than Mott's.

The Mott's brand dates back to 1842, when Samuel Rogers Mott began growing and processing apples in Bouckville, N.Y., using techniques learned from his grandfather. He officially introduced his family's apple cider and vinegar -- and the Mott's brand -- to the public at the 1876 Philadelphia Centennial.

By 1900, The Mott's family business was sold to W.B. Duffy Cider Company, later becoming the Duffy-Mott Company, Inc. At the height of the Great Depression, in 1930, Mott's applesauce made its debut, and eight years later, the company introduced Mott's Apple Juice, which quickly became the No. 1 apple juice brand in the nation.

To meet the booming popularity of natural applesauce products as well as production of a line of baby food products, Duffy-Mott opened a 100,000 square-foot production facility in Williamson, Wayne County, in 1953, cementing its role at the center of the New York apple industry. Today, Mott's is a leading brand in the portfolio of Dr Pepper Snapple Group. The company is the largest purchaser of apples in New York State, processing over a million apples a day, and the Williamson plant works with 140 area growers.

Gary Orbaker's family farm has supplied Motts with apples since 1964. "We've grown with them over the years, supplying them different varieties of apples and we probably sell Mott's 40 percent of the apples we grow," said Orbaker.

Apples are harvested in early fall but are processed year round at the Williamson plant, thanks to state-of-the-art storage that preserves freshness and quality of fruit for up to a year. Upon arrival at the plant, apples go through a process that involves inspection, washing, removal of seeds, skin, carpal and the stems, cooking and then packaging into 25 varieties of Mott's natural, organic and fruit-flavored applesauce and natural apple juice.

More than 60 years after the plant's opening in Williamson, Dr Pepper Snapple continues to invest in the facility. The plant has grown over time to 700,000 square feet and in 2014 completed a multi-million-dollar expansion, adding two new production lines for its fast-growing line of single-serve "Snack & Go" Applesauce pouches, updated machinery and other facility renovations. In addition to Mott's applesauce and juice production, the factory also produces other brands such as ReaLemon/ReaLime, Clamato, Rose's, Mr & Mrs T Cocktail Mixers, Margaritaville and Snapple 100% juices.

Plant Manager George Tobin said, "Our roots run deep in Western NY as we've been producing great things, such as apple products, juices and various beverages here in Williamson for over 60 years. We're proud of our 300 employees who work hard every day to produce and manufacture high quality products. From our relationships with our growers to the work we do day in and day out to produce great products, we are proud to be a part of Williamson and Wayne County, and continue to see a bright future for this great community."

For more information, please visit www.motts.com or www.dpsg.com.