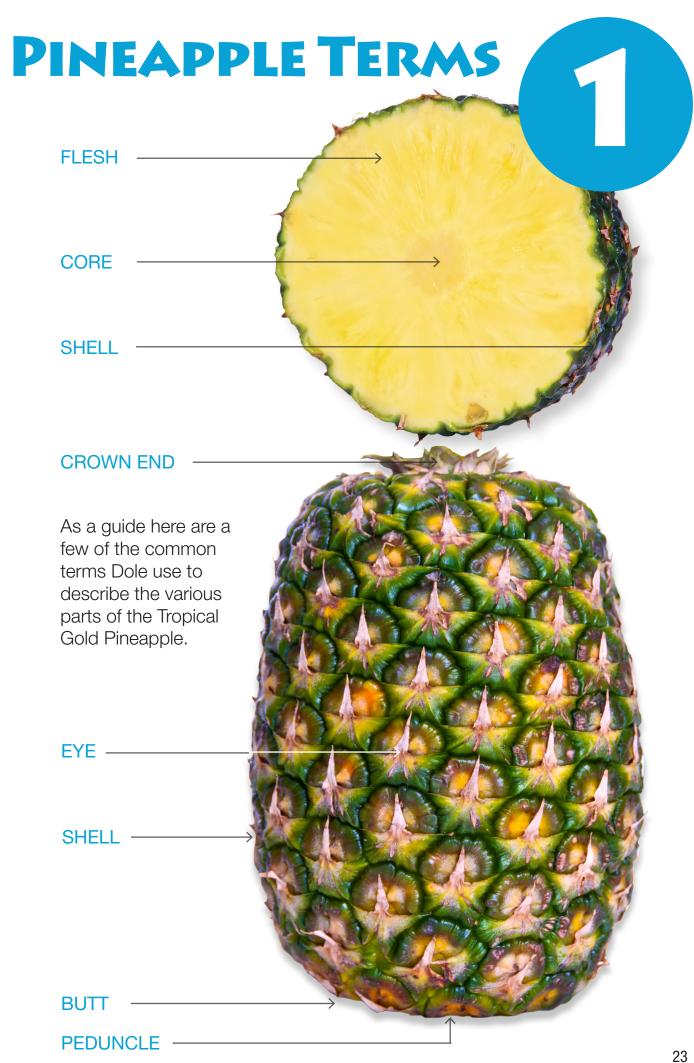
DOLE PINEAPPLES

- Common Pineapple Terms
- Biosecurity
- The journey to your store
 Growing
 Harvesting
 Sorting and Packing
- Pineapple management
 What to look for
 Pineapple aging
 Merchandising



















WHAT TO LOOK FOR IN A DOLE TROPICAL GOLD PINEAPPLE

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There is a common misconception that the outer skin of a pineapple should be yellow or golden to indicate ripeness.

This is not necessarily the case. The truth is that the

EXTERNAL COLOUR OF A PINEAPPLE DOES NOT TELL YOU HOW RIPE IT IS.

All Dole pineapples are picked at their peak when they are perfectly ripe. They do not ripen further after they are picked, so even if the pineapple looks green on the outside, inside it will still be ripe, juicy and sweet.



HOW PINEAPPLES AGE

The skin colour of Tropical Gold Pineapple can vary depending on a variety of factors including the area and weather conditions in the Philippines.

All Tropical Gold Pineapples are picked when they are perfectly ripe.

After picking, a pineapple will age and changes will occur to the skin colour.

As the skin colour begins to change the flesh will become softer and juicier.

You need to check your pineapple regularly, as depending on the ambient temperature, they can spoil quite quickly.

Here are some of the shell colours you may display to your customer.



Our research tells us that consumers have differing ideas about what stage they like to eat their pineapple. Never display pineapples that are dark brown in colour, are soft or weeping or that have dark spots, bruises or mould on the skin.

MANAGING YOUR PINEAPPLES



Store fresh pineapple in their boxes, off of the floor, until required. Longer life will be achieved if stored at 7.2C If stored below 4°C fruit may develop chill damage and may deteriorate rapidly once removed from cold storage.

Do not mist or ice the fruit.



HOW TO DISPLAY DOLE TOPICAL GOLD PINEAPPLE



Recent research tells us that the majority of pineapple purchases are made on impulse. That means that the consumer didn't set out to buy pineapple but was influenced and driven to buy it once in store.

Purchases were triggered by promotions and attractive displays.

Large displays of quality fruit displayed in a prominent position in store will stimulate greater sales. Ideally stand the fruit on it's butt end with the labels facing forward.

Check and rotate the fruit regularly and if possible display some cut fruit to trigger the impulse purchase and to show the consumer that the fruit is ripe and juicy.

Remember that Tropical gold pineapple is available all year round so make the most of it's appeal as a sweet and juicy family favourite.