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**Del Monte Fresh debuts novel pink pineapple, Pinkglow**

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October 12, 2020

Del Monte Fresh Produce N.A., Inc. is excited to officially announce the launch of its newest product, the exclusive and luxurious Pinkglow pineapple. The Pinkglow pineapple is a novel pineapple with a pink interior, new and uniquely grown by Fresh Del Monte. This pink pineapple is unique to the market, will be available for purchase nationwide starting today, and can only be purchased online through [PinkGlowPineapple.com](https://PinkGlowPineapple.com).

This “Jewel of the Jungle” is produced in ultra-limited harvests, uniquely and specially grown by the expert growers at Fresh Del Monte, and is found to be both juicier and sweeter than a traditional pineapple. With a delicious and completely unique taste, the Pinkglow pineapple boasts notes of candy aromatics and is sure to delight consumers of all ages. Boasting a distinctive beauty from the moment it is sliced, this treat is perfect for transforming a pina colada into a pink-a-colada and for so much more. Grown in the exotic Costa Rican jungle, this exclusive product, 16 years in the making, is one-of-a-kind and perfect for a hostess to serve as part of a festive party cocktail, as a delicious dessert all on its own, or even to give as a gift to the person who will now truly have everything.

“As a leading supplier of fresh pineapples throughout the world, Fresh Del Monte is committed to continuing to invest in our pineapple research and development program to meet the ever-changing needs of our consumers,” said Pablo Rivero, vice president marketing North America, Fresh Del Monte. “The Pinkglow pineapple is a product we are incredibly proud of — not only for its beautiful color and delicious taste, but also because of the care that went into growing and releasing it, as well as the sustainable method we’ve enacted to produce these new pink pineapples.”

Pinkglow pineapples, which have been in development since 2005, are grown on a select farm in Costa Rica, and take up to 24 months to produce. Fresh Del Monte’s two largest farms are certified sustainably grown by SCS Global Services. Pinkglow pineapples are harvested by hand with their crowns replanted to increase the volume of crops and reduce waste. The Pinkglow pineapple can currently only be purchased online and will be sent direct-to-consumers nationwide in the United States for consumption. Each elegantly packaged treat is over-the-top and perfectly pink, created to enhance dishes and Instagram feeds alike with its splendor. While consumers will open their packages to find the Pinkglow pineapple without its crown, Fresh Del Monte can ensure that it will be removing and replanting each crown before shipping, sustainability cultivating the next crop of this magnificent rarity.

In addition, Fresh Del Monte is offering an exciting giveaway to accompany the launch: one lucky winner who signs up for the sweepstakes through [www.PinkGlowPineapple.com](https://www.PinkGlowPineapple.com) will be randomly chosen to receive a virtual party for themselves and nine of their friends to celebrate the launch of the Pinkglow pineapple! These 10 winners will be treated to a free Pinkglow pineapple, mocktail giftset and mocktail masterclass from an expert mixologist, who will help turn an already exceptional product into an even more incredible drink for the lucky winners.

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