



- Advertisement -

**Superfresh Growers kicks off new year with new pear launch**

---

January 3, 2023

[Superfresh Growers](#) started the new year with the release of a new pear variety, Mardi Gras, which offers a sweet and juicy eating experience. The pear will be available in February 2023.

The company said Mardi Gras pears will stand out on the shelf with an elongated bottle shape and natural russet over a green background. It said the very sweet, buttery and juicy pear will melt in your mouth at peak ripeness. It is a medium-sized winter pear. The Conference pear, Europe's favorite variety, is a parent of the Mardi Gras pear.

Superfresh Growers will have limited supply in this first year of release, starting sales in February and likely selling into April. The initial 2023 launch will be in two-pound pouch bags to incite trial and display Mardi Gras pears as a premium item.

"The Mardi Gras holiday is a time for celebrating good food, good people, and good music. It is a time to celebrate the joy of living. We are excited to release this new pear that 'Celebrates the Sweetness' of life with its amazing taste and texture," said Cat Gipe-Stewart, director of marketing.

Superfresh continues to Celebrate the Sweetness of Mardi Gras pears with marketing fun. It created a color-your-own mask for kids of all ages. The craft sheet is available on the Superfresh website. "We are so excited to offer new flavors to our pear offerings. The logo was too fun and festive not to create our own mask to help us celebrate this release," said Gipe-Stewart.

[Print](#)