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Fresh Del Monte brings red-shelled Rubyglow pineapple to the U.S. market

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Lovers of rare exotic fruit can soon enjoy a new, brightly-colored fresh pineapple, thanks to [Fresh Del Monte Produce Inc.](#) By popular demand, the global produce giant officially introduces Rubyglow pineapples to the U.S. market after an initial January launch in China that prompted a global waitlist. Featuring a deep red outer shell, bright yellow flesh, and a distinct sweet flavor, Rubyglow pineapples are a new variety of the popular tropical fruit and the most exclusive, high-end pineapple offered by Fresh Del Monte.

Rubyglow pineapples will be available nationwide through select regional grocers and online from specialty produce retailers. Offered as an ultra-premium luxury ‘designer’ fruit that appeals to high-end consumers, Rubyglow pineapples expand Fresh Del Monte’s lineup of innovative pineapples.

“As the global leader in fresh pineapples, Fresh Del Monte offers an extensive lineup of different varieties, from traditional to extra sweet versions, in various sizes from personal to sharable, giftables such as Pinkglow pineapple – the world’s only pink pineapple – and now Rubyglow pineapple, the latest showcase of our innovation and leadership in this category,” said Melissa Mackay, Fresh Del Monte’s vice president of marketing, North America. “With its distinctive bright red shell and extra sweet taste, Rubyglow is the ultimate exotic fruit – an exclusive, limited-availability pineapple that is sure to impress as a unique gift or served as a creative way to entertain guests.”

Grown in Costa Rica after a 15-year development period, the Rubyglow pineapple has a registered plant patent in the United States. It is a cross between a traditional pineapple and a Morada variety, producing a hybrid fruit through traditional crossbreeding techniques. It takes two years to grow each Rubyglow™ pineapple, which are then naturally ripened on the plant and sold crownless in elegantly designed packaging. This complicated and time-consuming cultivation cycle – coupled with limited seed supply – are the reasons behind the scarcity of Rubyglow pineapples in the U.S. market and globally.

“From the intricate growing process to the distinct color, sweet taste and elegant packaging – every detail of the Rubyglow pineapple is meticulously crafted to deliver a premium experience,” said Mackay. “This exquisite tropical fruit is another gem in crown and we are thrilled to introduce this groundbreaking pineapple to North America.”

Fresh Del Monte has been leading pineapple innovation since the 1990s, and the company now offers pineapples in many different varieties and sizes to provide consumers with a broad range of

options. The company's lineup of innovative fresh pineapples includes:

- Del Monte Gold Extra Sweet Pineapples, which are twice as sweet as traditional varieties and feature a beautiful golden flesh, available in multiple sizes including the Grandissimo Gold grand pineapple.
- Honeyglow pineapples, which are hand-harvested at peak sweetness and ripeness and includes regular sizes and smaller options such as the Mini Honeyglow pineapple and Precious Honeyglow pineapple.
- PINKGLOW, Fresh Del Monte's proprietary variety of bright pink pineapples
- Del Monte Zero carbon neutral pineapples, which are certified by SCS Global Services.

As with all Del Monte pineapples and other Fresh Del Monte products, Rubyglow pineapples follow sustainable practices for planting, harvesting, and transporting.

Del Monte Rubyglow pineapples will be available directly from select grocery and fresh produce retailers nationwide, with pricing set by retailers.

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