

Let's Try Something New... But Familiar!



THE NEW BLUSH BEAUTIES OF THE
PRODUCE DEPARTMENT ARE CERTAINLY
A TREAT FOR THE EYES! ARE YOU
CURIOUS ENOUGH TO TAKE A BITE?!

TRY A PINEBERRY!



NON-GMO



TROPICAL NOTES



**BLUSH COLOR
WITH RED SEEDS**

The 2015–2020 Dietary Guidelines for Americans recommends that adults consume 1.5–2 cups of fruits and 2–3 cups of vegetables per day. Despite these recommendations, the Centers for Disease Control and Prevention State Indicator Report on Fruits and Vegetables (2018) shows low consumption. Only 1 in 10 adults eat the recommended amount of fruits or vegetables each day, and it is no better in youth. We know that taste drives consumption, and in 2022, a new fruit is making a debut giving consumers a new reason to add more fruit to the mix: Pineberries!

Pineberries are naturally grown berries first developed by the University of Florida using traditional breeding techniques. Genetically, they are almost identical to a red strawberry. From a taste perspective, they have a strawberry flavor, but with subtle essences of pineapple, pear, and apricot. Because they have a slightly lower acidity than traditional red strawberries, pineberries have a delicate finish that leaves the palate pleasantly refreshed.



LEARN MORE AT [PINEBERRIES.ORG](https://pineberries.org)

