

FOR IMMEDIATE RELEASE

CONTACT: Maureen Varnon
On behalf of Wish Farms
(703) 975-7740
Maureen@moreginger.com



A New, Blushing Berry Is Appearing in Stores

Retailers are Creating Space for the Novel Pineberry

Plant City, Fla. (February 17, 2022) – A new berry with an eye-catching appearance and a tropical strawberry-pineapple flavor is rolling out at retail: The pineberry.

While limited quantities of pineberries have been selectively available in some markets in the past, early 2022 marks the first time they are available in several markets throughout the U.S. and Canada, with a season that will extend into the fall.

Similar in appearance to a strawberry, this non-GMO berry is nearly white, sun-kissed with pale pink when ripe, and dotted with red seeds. Inside, it's a creamy color, and the flavor and aroma carry subtle, tropical notes of strawberry, pineapple, pear and apricot.

Wish Farms is the first company to offer wide distribution of the new berry, marketing them as Pink-A-Boo® Pineberries. The brand name is a play on words, giving nod to the berry's pale pink hue. Wish Farms is growing its newest product in both Florida and California.

A list of stores across the country currently carrying pineberries is [here](#), and they're also available on [Instacart](#). Pink-A-Boo® Pineberries are packed in a one-layer, 10-ounce clear plastic clamshell container. The price will vary by market.

"Pineberries have such a beautiful, conversation-starting appearance, and we're excited about the positive consumer buzz we are seeing so far," said Wish Farms owner Gary Wishnatzki. "We're harvesting and shipping them as fast as we can to meet demand."

"We anticipate the pineberry will be a big hit for both celebrations and everyday eating," said Director of Marketing Amber Maloney. "Particularly when used whole, this new berry can add a fun, fresh element to trendy snack boards and toasts, cocktails, desserts, fruit salads and more. With Valentine's Day treats and decorated cakes just as a couple examples – we love all the opportunities we see for the pineberry to shine."

Like other berries, pineberries are low in calories and rich in nutrients. Wish Farms Pink-A-Boo® Pineberries are high in vitamin C, with fiber, folate, potassium, phosphorus and other antioxidants.

Wish Farms Pink-A-Boo® Pineberries have been developed through traditional, non-GMO breeding techniques at the University of Florida. They are genetically and nutritionally similar to strawberries but do not have the particular flavonoid that makes strawberries red.

Learn more about pineberries at www.wishfarms.com and on Wish Farms social channels – what they look and taste like, where to buy them, how they are grown, and suggested usage ideas and recipes.

###

Online Press Kit: Visit <https://wishfarms.com/pineberry-media-kit/> for downloadable media resources including more information, photos, video clips and b-roll.

About Wish Farms: Founded 100 years ago in 1922, Wish Farms is a Florida-based, year-round supplier of fresh strawberries, blueberries, blackberries, raspberries, and now pineberries, with products grown throughout North and South America. Wish is a fourth-generation, family-operated company that grows both conventional and organic berries. Nationally recognized for innovation, Wish Farms utilizes patented traceability technology to ensure quality and safety. Through the Wish Farms Family Foundation, a portion of every Wish Farms purchase goes toward children and families in need. For more information, please visit www.wishfarms.com.