

Australian Firm Increases Local Pineapple Cultivation to Expand Its Successful Frozen Range

Detail Introduction :

An Australian frozen fruit company is launching the fifth product in its range this week, 100% Australian pineapple slices, following strong demand for its previous product.

Brett Jackson, chief executive of Aussie Frozen Fruit, said the new frozen pineapples were picked as the ripe to preserve their ripeness and flavor, and the 400g packs were only available in Woolworths supermarkets.

"We're always looking for new products, and pineapple is a product we've been working on for a long time," Jackson said. "Our customers have always loved using this fruit in smoothies, cold drinks, and even pizza. The quality and flavor of the pineapples are great."

Mr. Jackson explained that Pure Gold pineapples are perfect for freezing. With nothing added to the fruit, he says, consumers can enjoy pineapple year-round by simply washing, peeling, slicing the fruit, then snapping the slices into freezer bags, freezing and sealing the package.

He said: "The product is very good to eat, it's completely different from canned food because it's not in syrup or juice, it retains its texture and shape. When we receive the ripest pineapples, they can go from room temperature to minus 20 degrees Celsius in five minutes. And retain their maturity and flavor."

The company is currently working with Pure Gold pineapples grown in central Queensland and the Sunshine Coast. This is a mutually beneficial partnership as Aussie Frozen Fruit acquires imperfect pineapples that are perfect for their freezer packaging and help growers reduce food waste.