We want to bring Philippine frozen pineapple sticks to more consumers

Detail Introduction :

"In February of this year, the Philippines obtained the qualification to export frozen fruits to China for the first time. In July of this year, we received the first batch of frozen pineapple sticks from the Philippines." Recently, Mr. Zhong accepted an interview with FRESHPLAZA.

"Because this year is our first year of importing such products, the sales season started relatively late, so we put on the market a small amount. This year, our sales channels are mainly convenience stores. Many foreign suppliers of frozen pineapple sticks directly supply the products to McDonald's. This will also be a direction for our future development. "Mr. Zhong introduced.

"Frozen pineapple sticks use the patented freezing technology of Spain's Nice Fruit, select pineapples with higher maturity, and undergo -20°C quick freezing after removing the inedible peel. Compared with fresh pineapples, frozen pineapple sticks have three advantages. First of all, The product is convenient and ready to eat. Secondly, frozen pineapple sticks have a shelf life of three years with zero preservatives. In addition, fruits with 90% ripeness can be processed within 24 hours after picking, ensuring the sweetest taste, the most nutrition, and the best texture. "Mr. Zhong told FRESHPLAZA.

"We exclusively import S&W fresh pineapples from the Philippines all year round. Almost all consumers in first- and second-tier cities can buy S&W fresh pineapples. We also hope to bring Philippine frozen pineapple sticks to China so that more consumers taste this different flavor. "Mr. Zhong said.