AgroSpectrum ASIA
Envisaging Future | Updating Present

Fresh Del Monte launch RubyglowÂ®Â pineapple, a innovative red-shelled pineapple in China

31 January 2024 | News

The RubyglowÂ®Â pineapple is first being launched in Chinese market, further cementing company's position as the worldâ??s leader in pineapple innovation



The RubyglowÂ®Â pineapple is first being launched in Chinese market, further cementing company's position as the worldâ??s leader in pineapple innovation

Fresh Del Monte Produce Inc., one of the worldâ??s leading vertically integrated producers, marketers, and distributors of high-quality fresh and fresh-cut fruits and vegetables, has launched its latest pineapple innovation, the RubyglowÂ® Â pineapple â?? a red-shelled pineapple. This pineapple has a red outer skin, bright yellow flesh, and a new, sweet flavor similar to Del Monte pineapples. The RubyglowÂ®Â pineapple is first being launched in China, in time for Chinese New Year as part of the companyâ??s grand debut in the Chinese market. With around 5,000 pineapples available worldwide in 2024 and 3,000 in 2025, the pineappleâ??s rarity and limited inventory make RubyglowÂ®Â pineappleÂ a highly coveted item.

Grown in Costa Rica, the RubyglowÂ®Â pineapple has been in development for more than 15 years and has a registered plant patent in the United States. It is a cross between a traditional pineapple and a Morada pineapple â?? which is typically inedible â?? making the RubyglowÂ®Â pineapple a hybrid fruit produced through traditional crossbreeding techniques. RubyglowÂ®Â pineapples are naturally ripened in Costa Rica on the plant and sold crownless in elegantly designed packaging.

â??We are proud to unveil our latest pineapple innovation to the world, the RubyglowÂ®Â pineapple. This Del Monte exclusive pineapple further cements our global leadership position in the pineapple market,â? said Mohammad Abu-Ghazaleh, Chairman and CEO of Fresh Del Monte. â??Our scientists continue to elevate the bar by creating new pineapple varieties,

with varied tastes and colors, that cater to more and more consumers worldwide. We believe that the RubyglowÂ®Â pineapple is the perfect product to build our market presence in China.â?•

Fresh Del Monte has been leading pineapple innovation since the 1990s with the debut of the Del Monte GoldÂ® Extra Sweet pineapple, the first of its kind. The pineapple has a golden color and, at that time, was much sweeter than any other pineapple on the market. Since then, the companyâ??s robust pineapple program has released the PinkglowÂ®Â pineapple, the HoneyglowÂ®Â pineapple, the Del Monte Zeroâ?¢ pineapple, and now the RubyglowÂ®Â pineapple.