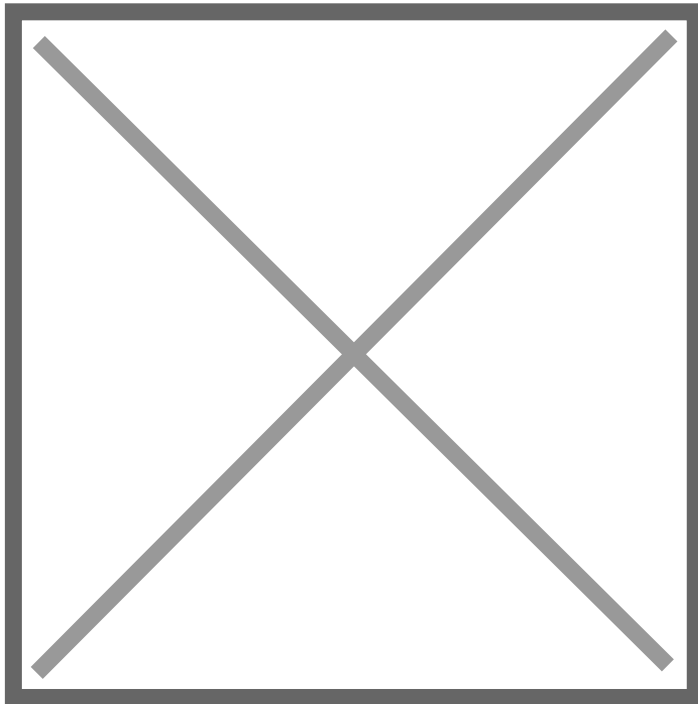


Taiwan introduces its specialty Golden Diamond pineapples to Singapore's retail markets

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In Taiwan, the Golden Diamond pineapple is produced in Guanmiao District, one of the country's most famous pineapple production regions due to its hilly terrain, acidic red sandy soil, and hilly terrain. In contrast to MD2 pineapples, which are the most common pineapple variety found in Singapore, Golden Diamond pineapples are finer in texture, contain less fibre and have a sweeter and juicier taste, along with a soft, fully edible core.

According to Wu Wen-ling, director of the Consular Division of the Taipei Economic & Cultural Office, these characteristics have helped Golden Diamond pineapples stand out significantly among Taiwan's over 20 pineapple varieties.

“One key example of its versatility can be seen in terms of consuming it as a juice” if one tried to just juice down MD2 pineapples and drink this directly without adding other juices or something to sweeten it, the consequences would not be pleasant as the level of sourness would be very extreme,” Wu told the floor at a recent event promoting the launch.

Golden Diamond pineapples are different as the juice can be drunk as-is and the fruit can be eaten as-is without sweetening or mixing with other juices, greatly enhancing the benefits from the pineapple itself.

The natural sweetness of this fruit makes it suitable to be eaten as dried fruit, an ingredient in fried rice, a component of a dessert, and much more said Huang Wei-che, who discussed the potential commercial uses of this fruit, including baking and snacking.

Kwok Ka Chun, Director of NTUC FairPrice Singapore, said that the unique taste of Golden Diamond pineapples would appeal to local taste buds, as local consumers know what good quality tastes like.