



Dole's award-winning Colada Royale Pineapple success fuels new community center in Honduras

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Dole Food Company today is excited to announce the groundbreaking of the new Foundation for the Development of the Montecristo Pineapple Sector (FUNDEPIM) Community Center in El Porvenir, Honduras, near La Ceiba, marking a major milestone in the company's long-term commitment to reinvesting in the communities where its fruit is grown. The June 16th event celebrated the ceremonial start of construction for the multi-purpose center funded through proceeds from the commercial success of the company's award-winning DOLE Colada Royale Pineapple.

The FUNDEPIM Community Center is located on a 3.7-acre parcel donated by Dole adjacent to its Montecristo farm operations. It is designed to provide practical educational and personal development opportunities that are often limited or entirely unavailable in rural regions like El Porvenir and surrounding La Ceiba. In addition to healthcare and wellness services, the center is expected to offer vocational certification programs in trades and technical skills, along with literacy support, secondary education equivalency programs, computer training, and second-language instruction. Educational seminars on childcare, hygiene, legal documentation, financial literacy, nutrition, and public health are also planned.

By helping individuals gain employable skills and recognized certifications, the center aims to create pathways toward increased household income, career advancement, entrepreneurship, and greater social mobility for workers and families in the region. The center is also expected to strengthen community resilience; support women entering new trades and professions; and provide a central gathering place for civic and cultural engagement. Because FUNDEPIM will be governed by the community itself, local residents will shape programs and priorities based on evolving needs and aspirations.

The Center is not only for workers, but will also be guided with meaningful worker participation and representation in its leadership and decision-making. Employees connected to the Montecristo farm and supporting operations will help shape

programs, participate in committees, and influence priorities through a governance structure tied directly to the workforce and surrounding community. Day-to-day administration, oversight and leadership will be managed by Dole-affiliated team members (AGROPOR) and local partners to help ensure long-term continuity and accountability.

The launch occasion welcomed Honduran government officials, Dole leadership, farm workers, community representatives, and invited guests to commemorate the next chapter of the social initiative. Dignitaries that joined the ceremony included Honduras's Minister of Interior and Justice Sulmy Ortez and El Porvenir Mayor Fernando Nandy Gomez.

The FUNDEPIM Community Center has been part of the Colada Royale vision since early in the pineapple's go-to-market plan development. Introduced commercially in late 2025, the non-GMO pineapple was developed by Dr. Roberto Young and his team over more than 15 years through conventional breeding in Honduras to create a uniquely smooth and indulgent flavor profile that include subtle notes of coconut. The fruit's lighter, cream-colored flesh and elevated eating experience quickly captured consumer attention and generated significant retail and media interest worldwide.

Since launch, Colada Royale has received multiple industry recognitions, including the BrandSpark / Newsweek Best New Product Award and Fast Company's World-Changing Ideas distinction. Retailers throughout North America and Europe rapidly expanded distribution following strong consumer response, social engagement, and category performance.

"To see something that began as an agricultural idea in Honduras come full circle into an investment for Honduran families is deeply personal for me," said Dr. Roberto Young, the Honduran scientist who led development of the Colada Royale pineapple. "For many years, we worked patiently to create a pineapple that offers consumers a completely new flavor experience while remaining true to natural breeding and the traditions of pineapple cultivation. Knowing that this fruit now helps create educational and healthcare opportunities for future generations in our own communities is incredibly meaningful."

The groundbreaking also comes as Dole celebrates its 125th Pineapple Anniversary in 2026, commemorating 125 years since James Dole first helped pioneer the global pineapple business in Hawaii. Throughout the anniversary celebration, Colada Royale will serve as a centerpiece of Dole's future-focused pineapple strategy and its broader mission to connect innovation with purpose.

"This project reflects Dole's long-standing belief that business growth and community progress should move forward together," said Xavier Roussel, Dole Chief Marketing and Sustainability Officer. "Dole has deep roots in Honduras that span generations, and throughout that history we have always believed that as value is created on our farms, it should also create opportunity for the people and communities around them. From the earliest conversations around Colada Royale, we saw the potential for this pineapple to deliver value across the entire chain, from consumers and retailers to workers and local families."

Added Roussel, "Seeing proceeds from the fruit now directly support healthcare, education, and vocational opportunity through the FUNDEPIM Community Center is one of the clearest examples of inclusive growth we have achieved. It is also a model we know can work because we have seen its impact in countries like Costa Rica, and we believe it can continue creating lasting benefits for future generations."

To date, sales of Colada Royale have already generated more than \$62,000 toward the initiative, with funding continuing as production and distribution expand globally. As of spring 2026, Colada Royale is available at retailers Whole Foods, Trader Joe's, The Fresh Market and through distributor Melissa's Produce.

Speakers from Dole at the event included Dr. Roberto Young, lead scientist behind Colada Royale; Renato Acuna, President of Dole Fresh Fruit International; Renieri Nunez, Vice President of Pineapple of Latin America; Xavier Roussel, Chief Marketing and Sustainability Officer; Jose Monroy, Production Director of Finca Montecristo; Brennon Neff, Vice President, North America Pineapple Sales; and Fernando Molina, Agriculture Manager at Finca Montecristo.