



PUNKY PINEAPPLE

1

SPREAD

ESCAPE MOMENTS

Pineapple evokes
sunshine and
vacation vibes.

In a saturated market,
emotional resonance sells.
Products that offer a “mini
escape” through flavour
create stronger consumer
attachment and repeat
purchases.



2

BENEFIT FROM A

FLAVOUR FUSION POWERHOUSE

Sweet-acidic
balance.

Therefore pine-
apple pairs well
with other fruits,
spices, and even
botanicals.
Wonderful for
innovation
pipelines.

3

ENJOY THE
ADVANTAGES OF A

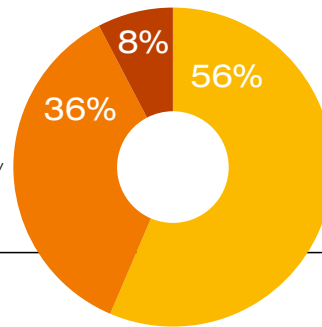
GLOBAL LOVE

Pineapple enjoys
widespread popularity
across cultures and continents.

Product launches
with pineapple taste,
global, last 5 years:

- 56% Beverages
- 36% Confectionery
- 08% Ice cream

Source: Mintel



4

PROFIT FROM A

RICH STORYTELLING POTENTIAL

- **Christopher Columbus** is said to have „discovered“ the pineapple in 1493 in Guadeloupe, where it had long been cultivated by the native people.
- In the 17th century, pineapples were a symbol of **wealth and hospitality**.
- Pineapples were so **rare and expensive** that people would rent them for parties to display their wealth.

5

BE HAPPY ABOUT A

VISUAL ICON

Pineapple's iconic
shape and vibrant
yellow colour are
instantly recognizable
and visually appealing.

This makes it perfect
for packaging, shelf
standout, and digital
marketing.



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IN TASTE.

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