



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.



BENEFIT FROM A

FLAVOUR FUSION POWERHOUSE



Sweet-acidic balance.

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



ENJOY THE ADVANTAGES OF A

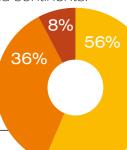
GLOBAL LOVE

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





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.



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.





YOUR
PARTNER
IN TASTE.

ESAROM GMBH AUSTRIA 2105 OBERROHRBACH ESAROMSTRASSE 51 OFFICE @ ESAROM.COM T +43/22 66/804 44-0 WWW.ESAROM.COM