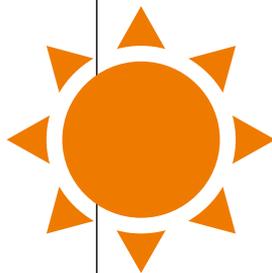




PUNKY PINEAPPLE

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

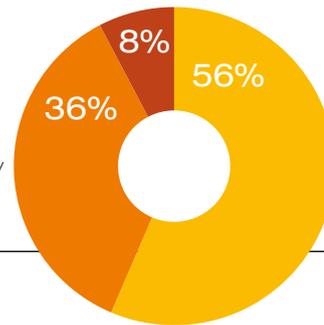
3 ENJOY THE ADVANTAGES OF A GLOBAL LOVE

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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