



MEDIA RELEASE

For immediate release

Monday 5th October 2009

Tropical Pineapples, Australia's largest supplier of fresh pineapples, is gearing up for a major assault on Australian households. The objective: to make a juicy King of Fruit a regular feature on every kitchen table in the country. The campaign kicks off on October 1st 2009 with a high impact National Marketing Campaign.

"This going to be a great season for pineapples, with the spring crop coming on strong and some really exciting activity to get customers eating more King of Fruit ", said Tropical Pineapples Marketing Manager Joe Craggs.

It comes as the Queensland based, collaborative farmer enterprise, prepares to celebrate the 1st birthday of King of Fruit on October 14th.

In October 2008 Tropical Pineapples launched their new fresh pineapple brand, the King of Fruit.

"After a long and successful relationship with Golden Circle, we wanted to establish a very strong and independent fresh fruit brand". Mr Craggs said.

"We have achieved that with King of Fruit and now, one year in, we are going to really take on the fresh market and get more Aussies eating this iconic Queensland grown fruit".

This year has seen the King of Fruit brand grow significantly in both chain stores and independent retailers. Tropical Pineapples - King of Fruit are now ranged in Coles, Aldi, Costco, Woolworths (under their own label), IGA and hundreds of independent retailers all over Australia.

"We have a clear strategy, to develop Australia's favourite pineapple brand through consistent quality and supply to all our retail partners. We have an exclusive network of King of Fruit agents in each of the major fresh fruit markets. These guys supply our independent retailers who reach 65% of our customers across Australia, still the most important sector of our business".

"This year's activity will support all our retailers, with TV advertising, chain store promotions, independent retail promotions and sampling campaigns. We are working harder at all levels to get great fresh pineapple into more consumer mouths".

Historically, pineapple is the King of fruits and is steeped in tradition as a gift and a sign of friendship and welcome. Some of these qualities have been embraced in the new brand to underpin the freshness, quality and versatility of one of Queensland's greatest products.

“Pineapple is such a great product to have on the table. The challenge is to keep it there once you've cut it up”.

With its natural sweetness, fantastic aroma and a wonderful fresh flavour it is a most versatile fruit and lends itself to great “feel good food” however you prepare it. With consumers looking for something special to liven up those home cooked meals; the King of fruit is the perfect choice. October 1st will also see Tropical Pineapples come on line with a King of Fruit website. This will provide great information on nutrition, [recipes](#), pineapple facts and special [kids section](#).

A series of Taste Demonstrations will also be held for key retailers in all markets throughout Australia.

“There's no better way than getting customers to taste King of Fruit – they make up their own mind and take a pineapple home to share with the family. Not everyone remembers pineapple being so good and sweet. You only need to get them to taste the King. Our challenge is to make sure we keep on growing our supply as national consumption starts to increase”, Craggs said.

The King of Fruit campaign coincides with the Season's launch of the new National Pineapple Marketing activity on October 21st. This is the first initiative supported by the new pineapple industry levy imposed from July 2009. Growers pay \$5 per tonne for fruit sold on the fresh market. Tropical Pineapples deliver nearly a million cases of Pineapples into the Australian market each year. The 100% Australian Pineapples are naturally sweet and low in acid. They are also high in fibre, vitamin C and potassium. Pineapples contain a unique enzyme called Bromelain that is extremely good for digestion.

For more information, please contact Tropical Pineapples:

Tropical Pineapples

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