



Produce Profile: NORTHWEST-GROWN KIWI BERRY



Kiwi berries are native to Japan, Korea, and China but can be grown anywhere along the 45° parallel, making the Pacific Northwest an ideal and unique growing climate for this specialty fruit. Packed into cheery Ladybug Brand clamshells, this seasonal treat is sure to pique the interest of shoppers and win eaters' hearts with its poppable size and sweet flavor.

WHEN IS KIWI BERRY AVAILABLE?

The Northwest kiwi berry season typically begins in September and lasts through October.

WHAT DOES KIWI BERRY TASTE LIKE AND HOW IS IT EATEN?

Sweet and succulent, kiwi berries pack the same bright, fruity flavor as a classic kiwi fruit, minus the fuzzy skin, meaning they can be eaten whole. Each berry is about the size of a grape, making them perfect for snacking, fruit salads and smoothies.

WHEN IS A KIWI BERRY RIPE?

Ladybug Brand kiwi berries are packed when they are edible but firm. They can be enjoyed right out of the clamshell, but they're best when the skin begins to wrinkle slightly and the flesh yields when gently squeezed.

HOW SHOULD SHOPPERS STORE KIWI BERRIES?

Kiwi berries may remain at room temperature while they ripen. Once fully ripe, placing kiwi berries in the refrigerator will suspend ripening and extend their shelf life.

ARE THERE NUTRITIONAL BENEFITS?

Kiwi berries top the charts when it comes to delicious eating and powerful antioxidants. This superfruit contains twice as much vitamin E as avocados, more potassium than bananas, and five times more vitamin C than oranges.

HOW ARE KIWI BERRIES GROWN?

This fruit grows on vines, just like its standard-size cousin.

Ladybug Brand™ Purple Sprouting Broccoli is packed
and distributed by Organically Grown Company.



ORGANICALLY™
GROWN 

organicallygrown.com

SHARE THIS INFO WITH EATERS

- Ladybug Brand kiwi berries are Northwest grown and organic
- Sweet and tangy like standard kiwi
- Can be eaten whole
- Fully ripe and ready to eat when slightly wrinkled and yields to gentle pressure
- Packed with antioxidants



MERCHANTISING TIPS

- Big beautiful displays of Ladybug Brand kiwi berries will help entice shoppers to pick up a few clamshells of a familiar favorite or try something new.
- Merchandising kiwi berries alongside other snackable favorites such as berries and grapes will help influence impulse purchases.
- Place a secondary display near their standard-size cousin or combine into one large display to introduce kiwi-eaters to this pint-size treat. Kiwi-lovers are sure to notice!
- Use the provided POP to help educate eaters about this unique product.
- Sample, sample, sample! Once eaters get a taste of this tangy and sweet fruit, they'll be sold!
- Considering promotional pricing to help build awareness and establish a new eater base.

