

News and insight for North America's fresh produce buyers



By Mike Knowles

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World of Fruit aims to wow consumers



Los Angeles-based exhibition aims to take public on journey of discovery, with rare and exotic fruit from around the globe

A new exhibition in Los Angeles is aiming to teach people about fruit and get them excited about the broad range of products available in the market.

The brainchild of Los Angeles fruit enthusiast Andrew Zhou, who described the exhibition as a "first-of-its-kind, fruit-themed immersive tasting experience", World of Fruit promises to transport guests to "a world where fruit comes alive", offering fruits both familiar and exotic served in ways never seen or experienced before.

It is also aiming to immerse guests in a series of interactive, fruit-filled installations, while also offering them a chance to taste an array of fruits from around the globe.

With support from local supplier Elia's Produce, a portion of ticket sales will go to local charities, providing fruit and food for those in need.

Located at the iconic corner of La Brea

and Melrose in Hollywood, World of Fruit features eight interactive fruit-forward installations, inspired by nature and designed to stimulate the senses, immersing guests in a magical world of fruit-filled surprises.

Tasting stations throughout the experience offer samples of rare and exotic fruits with limited seasonal availability.

From fruit-shaped disco balls and watermelon popsicles to exotic fruits from around the globe, World of Fruit is described as a place where discovery and delight transport guests "from room to room and fruit to fruit".

Interactive highlights include a Watermelon Playground with swing set and seesaw, and the so-called Holy Vines hanging garden, featuring lush fruits and foliage.

"The purpose of World of Fruit is to redefine people's conventional experience with fruits, while also

benefiting the local community," commented Zhou. "As a company with CSR at the core, we believe that by creating worlds of wonder and joy, we can nourish the communities we play in."

Through its charitable partnerships with Food Forward, Habitat LA, and Imperfect Produce for the LA Food Bank, a portion of all ticket sales goes toward providing fruit and food for those in need.

With its partner Elia's Produce, World of Fruit will offer high-quality, seasonal fruit from around the globe.

World of Fruit is expected to continue until the end of October.

<http://www.fruitnet.com/americafruit/article/1474/parts-of-san-diego-quarantined-as-psyllid-count-mounts>

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