



By Maura Maxwell

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La Dona celebrates Middle East first

Panamanian company ships first-ever air-freighted pineapples from Panama to Dubai



La Dona Fruit marked an important milestone this week with the first-ever delivery of pineapple via airfreight from Panama to Dubai.

Continuing its global brand development, La Dona is now supplying high-end establishments such as the Burj al Arab and Nikki Beach, as well as the UAE's largest online retailer, Kibsons.

Beginning on 11 November, La Dona's high-colour, high-Brix level pineapple will be available through online retailer Kibsons International.

By delivering produce directly to customers via their online service, Kibsons' model is "ideal for providing La Dona's ultra-premium pineapples to fruit-lovers in Dubai," said Dax Cooke, global head of sales and development for La Dona.

Cooke stated, "Over the last five months, our distribution network has grown

tremendously, and by opening the UAE market, we have entered our third continent.

"Our logistical capability from Panama allows us to deliver plant-ripened fruit just three days post-harvest, making us the first and only Panamanian airfreighted pineapple available in the Middle East.

"With Kibson providing high-speed distribution via its home delivery service, customers will feel as if our pineapples were sourced locally."

Cooke noted that Panama City was served by many direct international flights, making it easy to access markets worldwide.

"Our farm in Panama is very close to the airport, and shorter transport times allow us to leave pineapple on the plant for an extended period of time, resulting in an incredibly sweet, richly coloured fruit," he said.

"Not only that, but the weather conditions in the region allow us to export high-colour fruit year-round, which is something many of our competitors simply can't do."