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## Award for Chiquita's Pineapple Bites

The group's healthy convenience snack was named best new fruit or vegetable product at the recent United Fresh convention

**C**hiquita is celebrating after its Pineapple Bites healthy snack product was named Best New Fruit or Vegetable Product at the United Fresh Produce Association's annual convention in Las Vegas.

The group picked up the award as part of the Association's first competition celebrating new products across a number of different categories.

All exhibitors at the event were eligible to submit new products, with each judged on a range of criteria

such as impact on quality and consumer satisfaction, potential to enhance industry profitability and sales, innovation and creativity and use of new technology to create added value.

"We were delighted to be recognised by our peers for new product innovation and creativity," said Brian Kocher, president of Chiquita North America. "Chiquita Pineapple Bites is an example of our innovation work designed to win the hearts and minds of consumers with branded fresh foods."

In addition to the recognition received by the Pineapple Bites product, Fresh Express-branded Gourmet Café Salad was also a finalist in the wider new product competition at the event.

"We are proud to be able to extend our leadership position in bananas and value-added salads while creating consumer excitement in the growing category of healthy snacks," Mr Kocher added.

Pineapple Bites were launched in the US in April, with the 2.8 ounce fruit spear available in either traditional or coconut flavour.