



BACKGROUND INFORMATION ON THE NEW ZEALAND **KIWIBERRY**



This brochure has been compiled by the **NZ KiwiBerry Growers Inc.** to provide technical information on KiwiBerry for use in media and other publications.

If you require more details, recipes or graphic images please contact the **NZ KiwiBerry Growers Inc. Executive Officer.**



The healthy no fuzz, no fuss,

"Super Snack"



"Enjoy the refreshing and naturally grown taste of a New Zealand KiwiBerry"



Key Consumer Points

- > Eat whole like a grape, skin and all
- > Sweet tasting with gooseberry guava flavours
- > Very healthy snack fruit:
High in Vitamin C and excellent source of Vitamin A, Vitamin E, Calcium, Magnesium and Iron.
- > Rich in antioxidants that are known to reduce the risk of cardiovascular disease, cancer and help slow the ageing process
- > It is the most nutritiously dense fruit of all the major fruits
- > Great for salads and when cooking on BBQ
- > Naturally developed, i.e. not genetically engineered
- > Looks and tastes great!! Makes for good presentation – mini kiwifruit!!
- > Ripen at room temperature, store in the refrigerator to maintain shelf life
- > Ready to eat when soft to the touch
- > Can be used in drinks, muffins, salads, salsa, kebabs, entrees and snacks.

What is a KiwiBerry?

KiwiBerry is a member of the Aatinidia (Kiwifruit) family and grown in the Bay of Plenty region of New Zealand, the traditional home of the world's finest Green and Gold Kiwifruit.

Unlike traditional Kiwifruit, **KiwiBerry** is a naturally small berry (5 to 20 gram range) with smooth hairless edible skin, and shapes varying from round to elongated

Enjoy the refreshing and naturally grown taste of New Zealand **KiwiBerry**. A whole new delicious taste sensation, in the kid's lunch boxes, on a picnic, at the office or as a quick convenience snack.

Harvesting

Currently fruit is hand picked into small containers and then transferred to cartons of up to 10 kgs before transport to a packhouse. After grading, fruit is packed into clear plastic clamshell punnets for display in supermarket produce departments.

Season

KiwiBerry are available from late February peaking in March and concluding in early-mid April and are available in leading supermarkets around New Zealand.

It needs to be stored in a refrigerator like other high value berry fruits. It has a one week shelf life at room temperature but can be stored up to 1-2 months in coolroom conditions.





Technical Production Information.

KiwiBerry is grown on a vine and trained on a pergola structure.

The plants are dioecious, which means separate male and female vines are required in the orchard for pollination to occur.

There are 22 hectares in commercial production.

The fruit is widely exported to **Asia, Europe, North America and Australia.**

Research and development is continuing with **KiwiBerry** to bring you the best eating experience.

Fruit information and recipes are available via our website
www.nzkiwiberry.com

NZ KiwiBerry Growers Inc.

P.O. Box 9272, Tauranga.

Linda Harley Executive Officer

0274 369 134

linda.harley@nzkiwiberry.com

