



Pineapples



Fruit's Fun! C'mon Get Happy!

FEATURES

- Quality assurance
- Category analysis
- Consumer marketing

BENEFITS

- **Graphics** – High-quality, vibrant, playful and approachable graphics.
- **Consumer Trends** – Shopper insights and analysis.
- **Year Round Availability** – The ability to supply consistent quality and supply.
- **Consistency** – High quality and food safety in every package.
- **Service Centers** – Forward distribution points strategically located.
- **Pack-to-Order** – The ability to provide pineapple that meets requested specifications.

ADVANTAGES

- **Experience** – Over 100 year history in the produce industry.
- **Customization** – Flexible programs planned to fit specific needs.
- **On-Site Inspection** – Inspectors and field staff in the growing regions ensures that only the best fruit gets packed in the Happy Chameleon® label.
- **Flexibility** – Our strategically-located growing regions and service centers provide geographic diversification to help maintain consistent size and supply.

MARKETING SUPPORT

- POS materials
- Advertising materials
- Cross-merchandising opportunities
- Tailored consumer programs/events/displays

ADDITIONAL SERVICES OFFERED THROUGH C.H. ROBINSON

- Category management
- Program plans and reviews
- Promotional data and analysis
- Modular planning
- Complete transportation and logistics services

ADDITIONAL INFORMATION

www.robinsfresh.com

LET'S TALK FRESH!

Talk to us about how we could help you grow your tropical category. Call 855-350-0014

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PINEAPPLE SKUS

Packaging	COO	Pack	Pkg Size	Net Wt (lb)	Cases/ Layer	Layers/ Pallet	Cases/ Pallet	Costa Rica UPC	Mexico UPC
Carton	Costa Rica, Mexico, Panama, Ecuador	25 lb	5,6,7, 8,9		5	15-16	75-80		
Carton-GCMI	Costa Rica, Mexico, Panama, Ecuador	25 lb	5,6,7, 8,9		5	15-16	75-80		
Tag	Costa Rica, Mexico		4-5	25.96-28.6	5	15-16	75-80	0 95829 11000 9	0 95829 11011 5
Tag	Costa Rica, Mexico		6 ct	25.96-29.7	5	15-16	75-80	0 95829 11001 6	0 95829 11012 2
Tag	Costa Rica, Mexico		7 ct	25.41-28.6	5	15-16	75-80	0 95829 11002 3	0 95829 11013 9
Tag	Costa Rica, Mexico		8ct, 9ct, 10 ct	25.3-28.6	5	15-16	75-80	0 95829 11003 0	0 95829 11014 6

GROWING REGIONS AND AVAILABILITY CALENDAR

Pineapples	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
Costa Rica	●	●	●	●	●	●	●	●	●	●	●	●
Mexico				●	●			●	●	●	●	●

● High availability | ● Medium availability | ● Light availability

