



Flavor Spotlight

Pink Pineapple

Introduced to markets in 2020 by [Del Monte Produce Co.](#), the pink pineapple was developed to retain lycopene which results in its pink hue. Compared to traditional pineapples, **the taste is described as less sour, sweeter and even candy-like.** Unsurprisingly, it has gained attention on social media for its beautiful golden pink color and lush sweetness.

From our experts

“Pink pineapple’s enhanced sweetness and low acidity create an **approachable, versatile flavor** ideal for premium and limited-edition products. Its **novelty elevates experiences** in cocktail applications, while its **sweetness helps mask bitterness** in functional foods and beverages. It also inspires creative pairings—such as pink pineapple with pink peppercorn, hibiscus, or rose.”

- *Randee Donovan, Associate Product Manager*

Consumer familiarity with PINK PINEAPPLE indicates that it is **GAINING FAST**

*Datassential,
Heat Score*

For a sophisticated yet playful twist on classic soda, Beverage Innovation Scientist Meghann D’Anna created **Pink Pineapple Soda Pop**, featuring **Pink Pineapple Type Flavor, Natural**, and an **Optify™ Juicy Modifier** for a bright, refreshing finish.



 **Flavorsolutions**

Contact us or [click](#) to request a **FREE PINK PINEAPPLE** flavor sample.