

Zespri Gold Kiwifruit - The tropical-sweet sensation

Coming to 99 Ranch markets across California in June

Zespri Gold Kiwifruit is now available in all 99 Ranch markets. Gold Kiwifruit is New Zealand's new national treasure. Luscious, tropical-sweet flavor makes it the perfect summertime refreshment. Loaded with vitamins and minerals, and with a succulent tropical taste, kiwifruit has always been the best choice of summer fruits for health-conscious consumers. This year, Zespri Gold Kiwifruit has pre-release on the shelves of 99 Ranch market stores, providing 99 Ranch market customers the tropical-taste sensation.

Although the appearance of gold kiwifruit is very similar to that of its cousin, the green kiwifruit, customers can distinguish the subtle difference from its looks and taste. For example, gold kiwifruit looks just a bit different on the outside with smooth skin and a hard pointed crown at one end. The flesh of a gold kiwifruit is sunny yellow, and the edible seeds are black to red. Gold kiwifruit tastes tropical-sweet and mellow - a mix of mango and melon flavors. Zespri Gold Kiwifruit is ready to eat at the point of purchase, so you can immediately enjoy its sunny yellow sweetness.

More and more nutrition studies are discovering that kiwifruit contains high amounts of calcium, vitamins, and enzymes so essential for the human body. With so many nutrients provided in just a single serving, kiwifruit can stabilize one's mood, rejuvenate the body, and even improve the quality of sleep. Research from Taiwan Medical University shows that kiwifruit contains a very high proportion of fiber. With high fiber content, kiwifruit can increase good bacteria in the intestines, strengthening the absorption ability of the intestine. To replenish one's body with essential nutrients and start healthy living from the inside out, Zespri Gold Kiwifruit is your best choice to energize your day.

According to research done by Dr. Paul Lachance (Rutgers University, New Brunswick, New Jersey), kiwifruit contains more essential nutrients than 27 of the most popular fruits. Not only does the kiwifruit contain a high amount of vitamin C, A, E, and potassium, kiwifruit also has a high concentration of folic acid and calcium. Kiwifruit provides a nutrient dense option that easily outranks other foods and fits into most nutrition plans. A two-piece serving of kiwifruit has twice the vitamin C of an orange, as much potassium as a banana and as much fiber as a serving of bran flakes - with less than 100 calories. Kiwifruit is also a good source of magnesium, is sodium free and a low-fat source of vitamin E. It's a nutritional powerhouse and has rightly earned its new "Super Food" status.

In order to satisfy the needs of our loyal customers, 99 Ranch Market will hold "Zespri Gold Kiwifruit tropical tasting" sampling events throughout the summer. The free sample events will be held on June 13-14, July 25-26, and August 15-16. The stores will also have special pricing for box purchases of gold kiwifruit, something unique to 99 Ranch.

There are many ways to enjoy the luscious taste of GoldKiwifruit: Blend it into your favorite drink, slice it over dessert, toss it into a salad... the possibilities are endless.

99 Ranch Market sincerely invites everyone to come and treat yourself with a healthy summertime refreshment. Please visit our website www.99ranch.com to see the local store nearest you. Or call 1800-600-TAWA (8292) for customer service assistance.

*Advertising Supplement



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