

# MailOnline

## **Pineberries and cream? The new summer fruit which looks like a white strawberry... but tastes like a pineapple**

By [James Tozer](#)

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Seeing their juicy red flesh in the shops is a sign that summer is on its way.

But this year your strawberries could be as white as the cream poured over them, after a new variety went on sale today.

The pineberry is said to combine the shape and texture of a strawberry with a flavour and smell closer to that of a pineapple.



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**Tasty? Pineberries may look like a blanched version of the strawberry but they taste very different**

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Grown in glasshouses, pineberries start off green, gradually turning paler as they ripen.

When the fruit is sweet and juicy enough to eat, the flesh is almost totally white but studded with red seeds - the reverse of the usual variety.

Discovered wild in South America and rescued from extinction by Dutch farmers, they can now be bought in Waitrose.

They are smaller than most commercially grown strawberries, measuring between 15 and 23mm across - slightly less than an inch.

According to Waitrose, they can be used as an alternative to their red counterparts in a range of recipes and desserts.

Pineberries will be on sale for five weeks. A 125g punnet will cost £2.99 until April 13 and then sell for £3.99.

They join other unusual recently introduced fruits such as the strasberry, which looks like a cross between a strawberry and a raspberry.

Grown in glasshouses, the pineberry - as they have been dubbed for the British market - starts off green, gradually turning paler as it ripens.

When it is sweet and juicy enough to eat, the flesh is almost completely white but studded with red seeds.

Waitrose fruit buyer Nicki Baggott said: 'Pineberries offer our customers the chance to add a new fruit into their diet, and the berry's bright appearance can add an unusual decoration to sweet dishes.

'As the summer unfolds we won't be surprised to hear that our customers are inviting their friends over for pineberry pavlovas or punch, or serving them up with yoghurt for a lighter alternative.'

All commercially grown strawberries originate from an 18th century European cross between wild varieties from North and South America which achieved the sought-after combination of sweet taste and large, juicy berries.

They quickly took over from the tiny, tart-tasting fruits now known as alpine strawberries which have been grown and enjoyed in Europe since before Roman times.

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Fabulous April Fools! It's a shame that it came out a couple of days early though, would've been better to have done it on the actual day though. My immediate thought was that April 1st was coming up LOL.

To those who have fallen for it, or saying that they're real: try googling it. The sheer fact that the details of this 'berry' only appear on news sites should've alerted you :P Wikipedia is also a fabulous tool, try using it. :D

- Sarena, UK, 31/3/2010 22:48

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the picture has not been photoshopped the green seeds are immature seeds, i dont agree on the nearly extinct they grow wild in south america, a parent of the modern big red strawberry when crossed with fragaria virginia  
fragaria chileonsis x fragaria virginia = modern day strawberry  
personnaly cant wait to taste them,

- stewart waine, crewe, england, 31/3/2010 22:30

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Yawn. Why don't you report some real news. Are you working for a kids' comic or what?

- Peter, Manchester, 31/3/2010 4:09

So what were you doing reading this kid's comic?

- Disgusted,, Tunbridge Wells, 31/3/2010 18:25

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its not fooling, they are real, i've seen them in my country, (north-east part of Myanmar), they grow in the wild area, with tiny sizes but rather sour taste compare to the strawberries. look cute though!

- nature lover, london, 31/3/2010 16:25

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to all those who complained about my comment about stop messing with things GET A LIFE

- laffer 57, uk, 31/3/2010 15:44

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My daughter has a severe Pineapple allergy but loves the taste. This might just be what the Doctor ordered - pineapple taste and none of the side effects.

- Sharona, Wales, 31/3/2010 15:36

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