

Moms & Kids

An Easy, Oh-So-Nourishing Family Fit

GOLD and GREEN Kiwifruit make it easy for busy moms to help their families nourish and flourish with good nutrition. This fuzzy, vibrant fruit adds fun and flavor to kids' meals, while also supplying valuable nutrients. And, for once, it's not a struggle to get kids to eat something healthy.



Kiwifruit delivers kid-friendly nutrition. Kiwifruit has been recognized as a SuperFood and one of the most nutrient-dense among popular fruits. This means one two-piece serving of kiwifruit has twice the vitamin C of an orange, as much potassium as a banana and as much fiber as many whole grain cereals. See the **Nutrition & Research** information sheet for references.



Not hard to find a quality kiwifruit. Moms love kiwifruit because it's easy to find in the produce section at their local grocery store. It is also easy to pick a ripe kiwifruit: Just look for plump and smooth-skinned kiwifruit with no wrinkles, bruises or punctures. More information about picking kiwifruit is located on the **Usage Tips & Trends** information sheet.



It's easy, just cut and scoop. Don't let this fuzzy little fruit intimidate you – kids find kiwifruit easier to eat than you might think. Just cut in half and scoop out the fruit. No need to peel.



Add variety to kids' meals. Moms actively seek ideas for new foods to introduce into their kids' diets, and kids love choices. The vibrant colors of kiwifruit are accompanied by extreme flavors that kids crave. Both varieties did well in our informal taste tests with kids. GREEN offers a tangy-sweet flavor, while GOLD is more tropical-sweet.



Picky eaters enjoy ZESPRI™. Children appear to have unlearned taste predispositions, with a preference for sweet flavors like kiwifruit, and a rejection of bitter tastes. There is no need to waste a lot of money on foods kids won't eat when informal taste tests show that children naturally enjoy nutrient-packed GREEN and GOLD Kiwifruit.



A gentle choice for young children. Kiwifruit's "bite-for-bite" nutrient density makes it perfect for young children, who don't eat large quantities of any one food. The soft texture also gives it an added bonus when feeding young ones.



Fresh, ripe and in season. Enjoy summer's bounty with ZESPRI™ Kiwifruit. GREEN is in season from May to November and GOLD is in season from May to September. The bold burst of flavor tastes best with warm weather, from a day at the beach to summer cookouts, from snacks after camp to those first crisp days of the school year.