

# JUJUBE



*The jujube (also known as the red date or Chinese date) is a fruit native to Central Asia. It has been cultivated in China for over 4,000 years. This small fruit grows on the jujube tree and is approximately 15 to 30 mm long. The jujube tree is very hardy, growing up to 12 meters tall and surviving temperatures as low as -15°C. When ripe, the jujube shriveled and tastes similar to a date.*

## AVAILABILITY AND PROVENANCE

### PROVENANCE

#### CALIFORNIA

JANUARY FEBRUARY MARCH APRIL MAY JUNE JULY AUGUST SEPTEMBER OCTOBER NOVEMBER DECEMBER



## TARGET CUSTOMER: ARAB

## OPTIMAL TEMPERATURE FOR CONSERVATION

5 - 8 °C

## PURCHASE GUIDE

Look for firm, smooth fruit without blemishes. When green, they are crunchy and slightly tart; when ripe (brown-red), they become sweet and softer. Avoid shriveled or overly soft fruit.

## CONSUMPTION

The flesh of the jujube is gelatinous and slightly sweet. It can be eaten raw, dried or in juices. You can also crush the flesh and use it in cakes, pastries and even make rum!

## NUTRITIONAL VALUE

Jujube is an antioxidant and a good source of vitamin C. However, the fruit is much richer in vitamin when it is wilted.

