

MARACUYA



The maracuya is a tropical fruit native to South America. It differs from the purple passion fruit in that it has yellow skin and a more tart and intense flavor. Its hard, sometimes wrinkled shell contains juicy, fragrant, and refreshing pulp, filled with small, crunchy black seeds.

AVAILABILITY AND PROVENANCE

✓ PROVENANCE

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

BRAZIL

COLUMBIA

TARGET CUSTOMER: HISPANIC, CARIBBEAN & ASIAN

OPTIMAL TEMPERATURE FOR CONSERVATION

7 - 10 °C

PURCHASE GUIDE

The ripe maracuya should be bright yellow with a wrinkled skin. If it is still green and the skin is smooth, it is simply unripe. It is normal to see some spots or cuts.

CONSUMPTION

Maracuya can be eaten raw or cooked. When eaten raw, cut it in half with a knife and scoop out the flesh and seeds with a spoon. With its rich flavor, it is widely used in juices, desserts, and sauces.

NUTRITIONAL VALUE

The maracuya is rich in vitamin C, vitamin A, fiber, and antioxidants. It is about 70 to 75% water and also provides potassium and magnesium, which aid digestion and support the immune system.

