



Welcome

Dear Readers, Welcome to our **August 2020** edition of our **Newsletter** where we aim to continue to keep you informed about us, along with our added services and our focus is on building relationships with our customers. Also, in this edition, we highlight seasonal products for this month, Melons, Stone Fruits, New Arrivals, Speciality items etc.

We hope you enjoy this edition of newsletter and if we can be of any assistance, please feel free to call or email us.

What's New:

Hope all of us in a state of joyfulness on this auspicious Eid Ul Adha 2020. We on behalf of World Fruits Center wish you happy Eid Ul Adha 2020.

This festive period, it has added sweeter and joyful to the celebration with harvesting of many varieties of Local dates. This is local dates season. In this time Local Dates festivals are being conducted in retail outlets across Doha, Qatar. We are in this season observes and featured local fresh dates in page 3.

We are being grateful and thankful towards our clients and stakeholders and happy to extend and continue best products and services.

Products and Features of the Month

EXOTIC FRUITS FROM COLUMBIA

Baby Mango, Yellow Passion Fruits etc.

SEASONS FEATURE LOCAL FRESH DATES

End of July and beginning of Aug usually observed season of local dates.

NEW ARRIVAL / PRODUCTS OF THE MONTH

Wild Mushrooms: Cauliflower Mushrooms
Mai Take Mushrooms

Vegetables: Flat Beans Lebanon,
Sweet Potato Holland

Latest Events



July 2020: Started importing limited range of exclusive British Produce. Launched at Monoprix Doha, Qatar.

Exotic Fruits collections from Columbia



GRANADILLA is consumed raw; the pulp inside can be enjoyed with a spoon. It also can be consumed as a delicious beverage, simply strain the pulp and add water for a refreshing beverage.



BABY MANGO: This Colombian small mango is really delicious. Mango is a tropical fruit that everyone likes. It can be enjoyed naturally.



YELLOW PASSION FRUIT: It is recommended to eat this fruit by removing its seeds, or blending for juice. The rich flavors of this fruit make it an excellent mixer for cocktails and desserts. It is commonly used for jelly and for variety of desserts, patisserie. It is an excellent ingredient the kitchen.



FELJOA: is eaten raw or could be consumed as juice; its creamy texture makes it an excellent ingredient for desserts and sauces. It could also be used for its hydration properties.



TAMARILLO: The pulp can be blended with water and consumed as a refreshing juice. You could either blend it raw or cooked for a sweeter taste. It can a great ingredient for salads and desserts. Simply peel, slice the pulp and enjoy.



PITAHAYA: The best way to consume this fruit is raw and cold. It's the perfect way to give an exotic and provocative touch to your salads, desserts, and drinks. Just peel the cover and leave the pulp exposed, cut in slices and enjoy the juiciness of it.



GUAYABA (GUAVA): The gorgeous pink flesh that fragrant and firm. There are hard little seeds within the flesh but they are edible too. It is extremely high in vitamin C.



CACTUS FIGS: are eaten raw and fresh, eat flavorful pulp by removing the skin. It could also be used as decoration for salads and dishes. By adding a hint of sugar and some cream makes for a simple yet delightful dessert.



CURUBA: has a refreshing flavor and enjoyable taste. It could be eaten raw when ripped; it goes well in salads since its texture is similar to the regular cucumber. An ingredient for the making of sauce and desserts.

Featured Local Fresh Dates Season/ Local Fresh Dates 2020

The date palm can be found all over the Middle East, including Qatar, and dates are a staple food all over the region. Several varieties of dates are grown in Qatar today, and many of these are being normally highlighted at the Local Fresh Dates festivals. These include below highlighted varieties. Information Courtesy Qatar living.



Local Dates Festival at Almeera



SOME OF THE LOCAL DATES VARIETIES IN DOHA



KHALAS

Khalas dates are reddish in color. It also locally grown in Qatar. Khalas dates are the most popular. They are a tasty and crunchy snack for people in Qatar because of their sweetness especially when they are ripe.



KHUDRI

Khudri are moderately sweet and their outer appearance is a bit flaky. They have a uniform dark brown colour and are not too wrinkly on the outside.



KHENAIZI

Khenaizi dates are the most commercialized one, according to the locals, their rich and sweet flavor has made them one of the most popular dates. It has suggested eat it fresh rather than dried.



SAFAWI

Safawi dates are a special variety of dates that are very fruity. Brownish-black in colour and have a soft, semi-dried exterior that is wrinkly in texture but not flaky. Safawi dates are among the favorite dates during Ramadan.



Barhi have a syrupy rich and soft feeling when eaten. They are considered the softest dates in the market. It is one of the widely available fresh dates in Doha.



SUFRI

Sufri dates are soft, a little dry and are very chewy. Sufri dates are one of the best-selling dates in Qatar, and one of the main reasons for this is its golden-brown color.

NEW ARRIVAL / PRODUCTS OF THE MONTH
WILD MUSHROOMS COLLECTION/ VEGETABLES



CAULIFLOWER MUSHROOMS: Characterized by their unique shape and appearance. This appearance can be described as similar to a sea sponge, a brain, or a head of cauliflower.



MAI TAKE MUSHROOMS: grows in clusters at the base of trees, particularly oaks. The mushroom is commonly known among English speakers as hen-of-the-woods, ram's head and sheep's head.



PURPLE SWEET POTATO: Purple flesh and It is reported to have potential application as an antimutagenic, antioxidant, and anti-inflammatory.



FLAT BEANS LEBANESE: Also known as runner bean with edible pods that have a characteristic wide and flat shape. Flat beans are normally cooked and served as the whole pods, the same way as other green beans. This is one of the essential ingredients of Lebanese cuisine.

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