

New varieties deliver a burst of juice, pulp and sensational taste

New varieties burst into the market

Article provided by Jetbest Group

Jetbest Group in partnership with Oz Pash are proud to launch the next generation of passionfruit, Passion Burst™. Bursting with juice, flavour and a sensational taste profile, Passion Burst™ is fast becoming a consumer favourite.



The new variety is the carefully nurtured result of years of investment and hard work in creating a breeding program focussed on refining agronomic characteristics and crop performance. This leading-edge innovation is producing significant volumes of the improved passionfruit variety to maximise the opportunity to reinvigorate the market and excite consumers with a delicious new offer.

The new varieties named Passion Burst™ are characterised by heavy fruit with sensational flavour, juice, pulp and a delicious eating experience. Since being introduced to the central produce markets in Sydney and Brisbane, the variety has quickly gained market share and further supported the partnerships' vision to bring increased volumes to market.

The Jetbest Oz Pash partnership now includes 22 commercial growers based between Northern New South Wales and Far North Queensland. For growers, Passion Burst™ provides the Australian passionfruit industry with a long term, sustainable whole of crop product suitable for retailers, central markets, food service and processing customers.

Connecting growers to consumers delivers better outcomes for all, and while Australian consumption of passionfruit remains steady with only 14% of households purchasing on average 3.5 times per year* Passionfruit Burst™ is expected to drive additional consumption by delighting consumers, who once they try them, will love them!





So full of juice & pulp! Source: Jetbest Group



Ideal farming conditions. Source: Jetbest Group

Grower Driven, Consumer Focused

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