

Pitaya Foods launches regenerative & organic frozen fruit line

22 April 2025 | News

The new Regenified Frozen Fruit Line includes three varieties: Regenerative & Organic Strawberries, Regenerative & Organic Blueberries, and Regenerative & Organic Mangoes



The new Regenified Frozen Fruit Line includes three varieties: Regenerative & Organic Strawberries, Regenerative & Organic Blueberries, and Regenerative & Organic Mangoes

Pitaya Foods, one of the fastest-growing brands in the frozen category, unveils the first-ever Regenerative & Organic Frozen Fruit Line available exclusively at Whole Foods Market nationwide. In honor of Earth Day and as a company dedicated to enriching consumer's health, our communities, and our planet, Pitaya Foods continues to raise the status quo for quality, sustainability, and flavor by becoming the first frozen fruit brand to achieve certification from Regenified, a leading practice and outcome-based land verification and product certification program. The new Regenified Frozen Fruit Line includes three varieties: Regenerative & Organic Strawberries, Regenerative & Organic Blueberries, and Regenerative & Organic Mangoes. These premium quality frozen fruit varieties deliver an unparalleled combination of flavour, nutrition, and environmental standards, utilising superior farming practices that benefit the earth. Healthy soil leads to healthier fruit, which is high in micronutrients and is naturally sweeter with superior taste. All of the Regenerative & Organic Frozen Fruit varieties are USDA Organic, made with 100 per cent premium fruit, Certified Regenified, free of synthetic pesticides, non-GMO, and harvested at peak ripeness and flash-frozen to lock in the top-quality flavour and texture.

"At Pitaya Foods, we spend a lot of time trying to understand the initiatives and goals of our retailers so we can create and cultivate valuable partnerships," said Chuck Casano, CEO and co-founder of Pitaya Foods. "It was serendipitous that, after developing regenerative products behind the scenes for over a year that Whole Foods Market mentioned it would be an upcoming focus for them. Working closely with their team, we developed this first-of-its-kind regeneratively raised line to provide high-quality, healthy, and delicious fruits for our customers that sets a new benchmark for sustainability and quality in our category. Regenerative farming goes beyond organic - it's a movement transforming the food industry. Every time a consumer purchases a regeneratively raised product, they're supporting farmers who enrich the soil for a healthier future. As a supplier, it's very exciting that even after working with Whole Foods Market for over 10 years, we can still find ways to

strengthen the partnership and drive innovation that is better for the health of the customer and planet."