

## **HOW THE WILD CHINESE GOOSEBERRY BECAME THE EXTRAORDINARY KIWI BERRY**

In 1906, when Alexander Allison planted the first chinese gooseberry seeds on his small farmstead at Wanganui, New Zealand, no one outside the Yangtze Valley of China had ever laid eyes on a Chinese gooseberry. But a Mr. James McGregor — a friend of Allison's who had been touring the Orient — brought back some tiny black seeds and encouraged Allison to plant them.

In the wild, McGregor said, the vines that grew from these seeds were called "Yang-tao," and they grew to 30 feet tall in the mild-wintered forests. Allison, on the other hand, kept his vines skillfully pruned and trained to grow on arbors and trellises for easy harvesting. By 1910, his first vines had fruited.

By the 1940's an enthusiastic group of justly proud New Zealanders had renamed these remarkable fruits "Kiwi Berries." Word of their tangy, refreshing flavor soon spread around the world, and by the early 1960's, a small group of fortunate Fruit-of-the-Month Club members were among the first in the U.S. to enjoy this uniquely appealing fruit.

Now, every Kiwi Berry is a direct descendant from Allison's original planting. But only a very small percentage of the Kiwi Berries grown commercially today meet the rigorous standards first established by Harry and David nearly 40 years ago. We select only the finest from a few boutique-style vineyards, then individually cushion-pack them and rush them to your door . . . fresh, fragrant, astonishingly delicious!

### **RIPENING AND STORAGE**

To enjoy your Kiwi Berries at their very best, serve when they're quite soft — about like a ripe pear or avocado. You can store them in the refrigerator for up to two weeks, removing them a day or so before you plan to use them. Chill well before serving. We suggest slicing with a stainless steel knife to prevent discoloration of the fruit.

**It's also a good idea to wash all fruit before eating.**