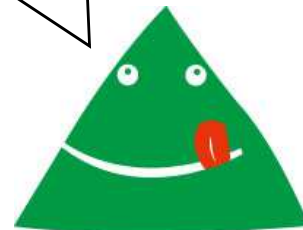


~ “The Queen of Fruits” - Grown and Cultivated in Yamagata ~

# Yamagata La France Pear



Try our delicious Yamagata La France Pear for yourself!



## Unique Characteristics of Yamagata La France Pear

La France is called the “Queen of the Fruits” because of its dense pulp, high juice content and uniquely delicious aroma. In order to fully demonstrate the characteristics of this “Queen of Fruits”, Yamagata La France Pear (GI) is delivered in its most delicious state, as a result of thorough cultivation processes and shipping management.

## Curated Cultivation of the Yamagata La France Pear

- ① Only a select number of pears make the cut to be known as “La France” by the end the cultivation process, and are exposed to plenty of sunlight.
- ② The fruit is harvested with special attention to make sure each pear is picked at the perfect time. Ripening is carried out at the production centre before shipping.
- ③ The entire prefecture sets a date as a whole as to when the season begins and the delicious fruit can first be sold. (Sale Start Date)



# How To Tell When La France is Ready to Eat

It can be tricky to tell when La France pears are ripe because they do not turn yellow unlike a lot of other varieties of European pears. The following is a guideline for judging when La France pears are ready to be enjoyed.

Please refer to the following guidelines



Immediately after harvesting

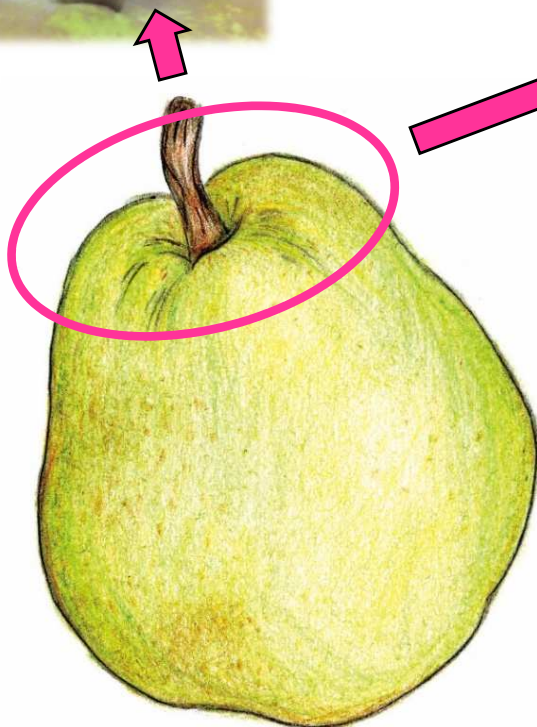
When harvested, the stem is fresh, and there will be no wrinkles around the base of the stem, but when it is ready to eat, the stem will wilt and wrinkles will appear around the stem (although sometimes the wrinkles are hard to see)



The stem itself begins to wilt.



Wrinkles appear around the base of the stem.



After buying La France, press the top part of the fruit with your finger. If it feels slightly firmer than your earlobe, then it is ready to eat!

Please refrain from doing this in the store.

