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SCIENTIFIC BLOG

DORÌ: THE YELLOWEST KIWI IN THE WORLD LANDS IN MALAYSIA

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The Dori kiwi stands out for its excellent organoleptic characteristics as well as its vibrant yellow color. Marketed by Origine Group, it is cultivated on over 950 hectares worldwide.

Italian Kiwi Dori now available in the Malaysian market. The Italian kiwi Dori, known for its bright yellow flesh, is now available for purchase in the following supermarkets across Malaysia: Aeon, Lotus, Tf Value, Star Grocer, Whole Fruits, and other stores in East Malaysia.

Born in the sunny orchards of Italy and cultivated with a strong commitment to sustainable agriculture and quality, the Dori kiwi is as



PROPERTIES AND CHARACTERISTICS

Beyond its delicious sweet flavor, the Dori kiwi is rich in vitamin C, which helps strengthen the immune system. Its high fiber content supports digestive health and provides antioxidant properties to protect cells and skin. Finally, Dori provides a natural and lasting energy boost, making it an excellent snack for both mornings and afternoons.

This kiwi stands out with unique characteristics, boasting a bright yellow flesh, a completely new taste, and uniform ripening. Compared to the green-fleshed Hayward variety, it has an earlier harvest time of about 35-40 days. Its sweetness is ensured by a high sugar content, and it has an average size of over 100 grams with lower acidity level.

BIRTH AND PRODUCTION

Dori is the commercial name for the yellow-fleshed kiwifruit variety known as AC 1536, which was developed more than 25 years ago through Italian

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deeply rooted in its origins as it is in its extraordinary nutritional profile, which will captivate millions of Malaysian citizens.

This kiwi, which is conquering the world thanks to its sweetness, texture, and maturation characteristics, is managed by Dori International and marketed in Asia by the leading fresh produce group, Origine Group.

Alessandro Zampagna, General Manager of Origine Group and Executive Board Member of Dori International, expressed great satisfaction for the excellent response that Dori has received in Malaysia, marking the beginning of strong growth



research by the University of Udine and the University of Bologna. It was selected for its excellent organoleptic qualities as well as its vibrant yellow color.

Today, there are over 950 hectares of Dori cultivation worldwide. Italy remains the most important production area with around 450 hectares, but orchards are also located in various countries, both in Europe (France, Spain, Portugal, and Greece) and in the Southern Hemisphere (Chile, Australia, South Africa), to meet the demand for the fruit throughout the year. Moreover, with a 300% increase in volumes marketed during the last overseas season, Dori is increasingly expanding into new markets in Asia, North America, and South America.

CERTIFIED PRODUCT

Dori International ensures that every grower of the yellow Dori kiwi adheres to predefined standards for impeccable quality. Additionally, the company tracks every step of the supply chain to ensure controlled distribution.