

What is durian?



Durian is one of the most prehistoric jungle foods, highly appreciated by the entire jungle population. It nourished and strongly attracted not only our human ancestors, but even a great variety of animals and insects, including monkeys, gibbons, orangutans, birds, dogs, pigs, rhinoceros, bears, squirrels, tapirs, deer, elephants, tigers and many more would travel large distances to indulge in this delicious fruit.

The durian tree grows best in ultra-tropical climate zone. It is a native of Southeast Asian equatorial rainforests, in particular Borneo, Malaysia and Sumatra (Indonesia.)

It owes its name to its spiky appearance, duri means spike in Malaysian. Out of 27 different species of durian, the most cultivated one is the durian zibethinus. Within this particular species, again many different varieties exist. Durian Morn Thong is the most commonly grown commercial variety. Each variety has it's unique flavor, color, shape and season. Even though

the durian is not originally from Thailand, Thailand has become the largest durian producer and exporter world wide.

With fruits ranging between 4 to 12 lbs in average depending on the variety, these spiky balls are very impressive and unique looking. The durian rind is greenish-or-yellowish-tan-brown, and covered with thick, sharp- pointed, pyramidal spikes, of many variations in shape. The trees can reach heights up to 150 feet and especially the grafted ones resemble christmas trees. To withstand the fall once ripe from such hight, the fruits have a very tough and thick skin.

This ancient and primitive fruit is not letting anybody indifferent. You either love or hate it, there is nothing in between. An aversion to its strong sent is most common for western people to the point where durian has been prohibited on public transportation, hotels and airplanes with the threat of heavy fines. As unbelievable as it may sound, the smell can be extremely repulsive for some while irresistible for others.

It is important to know that the first smell and even taste sensation will change after repetitive exposure. Many people will first experience an onion or cheese like taste while soon after they discover the deliciously sweet and creamy pastry flavor. As the taste changes the smell does so as well even though many will already enjoy the taste and still have some trouble with the smell.

Once you have passed the introductory phase of cheese and smell aversion, eating a good durian becomes so profoundly fulfilling that it comes close to a spiritual experience. It is like every little cell of you body is vibrating and you are filled with live.

Others describe durian as the food of love, creating euphoric states just like when being in love. This can take proportions of even making people "addicted" to it. The good part about the durian addiction is that there are no side effects other than bliss and happiness and in addition the fruits is providing best nutrition for well-being, strength and longevity.

Nutritionally speaking, durian is exceptionally rich in minerals and vitamins: Calcium, Iron, Magnesium, Phosphorus, Potassium, Sodium, Zink, Copper and Manganese, Thiamin, Riboflavin, Niacin, Pantothenic acid, Vitamin B-6, Folic acid, Vitamin A, Retinol.

Also compared to other fruits, it is exceptionally hight in Protein and Fat while 100% Cholesterol free. It is providing excellent calories for those who are looking to built strength while other will lose weight with it as it is strongly cleansing and detoxifying the body.

With its majestic trees, a taste and smell that is without any comparison and health benefits as much at physical as emotional level, durian truly deserves to be called "The King of Fruits".

What is so special about our durian?

Our durian is freshly harvested from small farms in Thailand as to avoid the heavy treatments with pesticides and fertilizers that are used by all large commercial productions. Already before supplying the US, our exporter in Thailand has been shipping untreated durian and other tropical fruits for over 20 years to Europe and thus established a network of farms allowing almost year round production. The full season is in the summer time, however even in the winter months we are able to provide durian on almost weekly basis.

We are currently importing the durian meat only as this allows us quality control already in Thailand. The meat can be taken from fully ripe fruits and only the best quality is shipped overnight to the US under constant refrigeration. This technique also allows us to avoid systematically any treatment requirements at entry into the US. When importing entire fruits, a high pressure boiling soap solution is used to kill bugs that hide in the shell of the durian when ever found at USDA inspection.

While refrigerated at all times, our durian meat is never frozen. With the shortest time possible between harvest and delivery to local stores in the US, it tastes just like in Thailand. We are receiving weekly shipments and only sell what has arrived fresh from Thailand ever week.

Depending on the seasonal availability in Thailand, we offer not only the classical Morn Thong, but also less selected and know varieties such as Chanee, Gradoom, Khan Yao, Phong Manee, Kop and even wild mountain durian during the summer peak season.

**To place an order or simply obtain further information,
please contact us at 1(866) EAT PURE or via e-mail at info@genefitnutrition.com**