

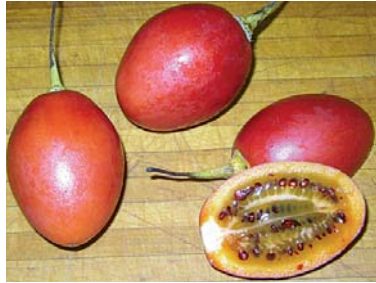


What's That and... How Can I Eat One?

Uncle 'Ainoa

Tamarillo

It looks like an egg-shaped tomato growing on trees and even tastes a little like a tomato. Quack, quack.



Until the 1960s, the fruit was most often called "tree tomato," as much for the fact that it looks like an egg-shaped tomato as anything, but it really does have a slightly tomato-like flavor as well. Tangy, but with an underlying sweetness that comes strongly into focus when a tiny bit of sugar is allowed to dissolve on the cut fruit. Amazingly, tamarillo can be a vegetable, a condiment or a dessert fruit, serving in each case as well as sliced tomato, mangoes (as in chutney), or strawberries.

Once you try a few ways of eating tamarillo, you'll be watching for them in the markets and stores all the time. Fresh, raw tamarillo is great just scooped out of its inedible skin, seeds and all. (Or, if you'd discard tomato seeds, discard tamarillo

seeds too.) It serves well raw wherever tomatoes would, giving more tang than sweetness, which is fine in many pasta recipes, and in vegetable salads. However, you have to peel a tamarillo—Blanch it first as you would a tomato to loosen the skin—and, even peeled of its red or sometimes yellow skin, it will bleed red on other foods. So add the tamarillo just before serving to keep things looking appetizing.

For use in fruit salads, you may want to sweeten tamarillo by letting it soak up just a little sugar, but if you wouldn't sweeten grapefruit, maybe you won't feel the need to sweeten tamarillo either.

Cooked tamarillo, sweet-

The name of the tamarillo has no long history and no connection to plant or fruit. It was devised as a tropical-sounding marketing aid by New Zealand growers in the late 1960s. So, it is somewhat related to Häagen Dazs ice cream, a name invented for its sound.

ened or otherwise enhanced as you like, makes a wonderful filling for dessert cakes, a real wake-up sauce for meat (add salt and pepper) or cake (add sugar and maybe lemon juice). It also cooks up incredibly well if chopped and added to breads, muffins, and (again, sweetened) cookies.

In the end, tamarillo is a priceless, nutritious, tasty food that is just coming into its own. Be the first in your family to make tamarillo chutney for the holidays or cranberry-tamarillo sauce for the next turkey dinner.

✱

Internet Breakthrough

Mauiqueen.com announces a powerful concept for Maui's small businesses. A major shift in Internet marketing strategy.

Debra Lordan

Let's say you have a small business on Maui and you have a Web site on which you depend for a good percentage of your business.

And let us say you realized one major factor in attracting that business: search position. In short, the higher you score on the search result pages of GOOGLE®, YAHOO® and MSN® for your business Web site, the more business you're going to attract. It's a fact of Internet life.

For example, when you search Google® for "Maui Weddings" there are 832,234 results and only the top 10 appear on the first page. You can, however, continue to the next page until you find something that might attract your attention but chances



The mauiqueen.com Web site holds the key to a major breakthrough for island businesses who wish to improve their Internet business.

are, most people do not go beyond the top 10.

If you're not one of the top 10 listings, you can do what is called "Pay per Click" or "Sponsored Links" in which the search engines display your Web site separately from the free listings and for every click to your Web site you pay a fee. Sometimes this can amount to thousands of dollars a month and many of those who click on your Web site never buy.

Or you can buy banner advertisements on search engines. Again, a very costly purchase with little benefit. But there is a better way. And it was developed by Klaus Bandisch—one of Maui's top experts on the Internet. The concept is simply to position your Web site so that it appears toward the top of search engine listings.

Naturally, results will vary, depending on the nature

of your business.

To present that concept, Bandisch will hold an exclusive two-hour free seminar in Kihei, Tuesday evening, Sept. 14 only for Maui businesses, sponsored by the Maui Weekly. Joseph Sugarman, publisher of the Maui Weekly, will introduce Bandisch and give a short talk on Internet marketing. To attend this free seminar, you must pre-register by calling the Maui Weekly at 875-1700 from 9 a.m. to 4:30 p.m. and leave your name, daytime phone number and e-mail address. Space is limited, so call early.

During the seminar, you'll learn how to join a unique group of businesses on Maui who are working together to take advantage of new technology and its use—a concept that can make a dramatic difference in the success of your business and it's only for Maui businesses. ✱

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