

## Will genetically modified pink pineapples encourage millennials to eat more fruit?

If you were one to eschew your mom's plate of fruit back in the day, we've discovered a treat that'll make you rethink everything you've learned about the food group: a [genetically modified pink pineapple](#).

The adorable millennial pink pineapple is not the snack you found in your lunchbox, but it could very well be the finishing touch to your glass of rosé. Thanks to its hue and resemblance to our favorite type of wine, it pretty much screams "20-something" and *obviously* needs to make its way onto your grocery list.

Del Monte has [genetically modified the summer fruit](#) to take on a new tint, according to Thrillist, and we can't wait to give it a try. Seriously, what's not to like? It's catered especially to our generation's favorite things: a light pink tinge and its potential pairings with our beloved light pink wine.

"Crop improvement happens all the time, and genetic engineering is just one form of it ... Scientists make targeted changes to a plant's genetic makeup to give the plant a new desirable trait," a [representative for the FDA](#) told NBC News.

It certainly sounds like a win-win to us. Thank you, science, for being so invested in millennials and our interests.

**The GLP aggregated and excerpted this article to reflect the diversity of news, opinion, and analysis. Read full, original post:** [Cute Millennial Pink Pineapples Are Here To Ensure Our Generation Eats Its Fruit](#)