

## Thomas Hoey Redefines Bananas as a Versatile, All-Day Snack

Written by Australian Business

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LYNBROOK, NY, September 13, 2013 /24-7PressRelease/ -- As back-to-school season moves into full swing, [Thomas Hoey](#) --OW  
ner of Long Island Banana Corp.--says many parents are likely to be serving up bananas to their children for breakfast before they head off for the day. While bananas have long remained an iconic part of breakfast foods, Hoey notes that this year many parents may want to consider referring to the fruit as a snack fit for consumption anytime of the day.

According to a recent [article](#) from Produce Retailer, Thomas Hoey is not the only professional who has taken this observation, as many others in the fruit industry are striving to raise awareness about the nutritional benefits that can come from bananas. The article explains, "You may think bananas are one of those produce items that all but sell themselves, but a little help never hurts. Getting bananas beyond breakfast and snacks, for example, has been Dole Fresh Fruit's mission during the past three years, says Bill Goldfield, communications manager for the Westlake Village, Calif.-based company. In 2010, the company launched Bananas After Dark, which included ideas such as grilling bananas for dessert. This summer, Dole took its show on the road."

Thomas Hoey commends Dole for marketing the benefits of bananas and comments, "Bananas can go ignored as an important part of a balanced diet. Many people, for instance, may choose to limit their banana intake by following the misconception that the fruit contains a high amount of unhealthy sugars. However, in reality those sugars are natural carbohydrates that can provide us with a great deal of energy throughout the day--even after breakfast."

While bananas have remained one of the most popular--and least expensive--fruits throughout the planet, Product Retailer notes how Dole's campaign has made a significant impact on American consumers. For example, the article notes how Dole's program--scheduled to possibly re-launch next year--has encouraged consumers to view the more "whimsical" qualities of bananas, leading many to pursue fun and exciting recipes using the fruit. In addition, many other banana retailers have stepped up marketing to place the fruit next to items that they are commonly purchased with, as a way to drive up sales.

"There are so many ways to innovate the banana, as it delivers a wide variety of textures and flavors. While great on its own, the fruit can make a healthy addition to cereal or can be a nutritional substitute for a sugary desert. The industry-wide campaign to revamp the banana is encouraging, as it shows that Americans are as passionate as ever about this one-of-a-kind, delicious fruit," Thomas Hoey concludes.

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### ABOUT:

Thomas Hoey is a proven business professional whose history extends from a long line of successful fruit merchants. Hoey is currently the owner of Long Island Banana Corp., which specializes in importing bananas--as well as a full of line of other produce items--from Central and South America to the New York and New Jersey region. This company is known for ripening its produce directly at the Long Island Banana Corp. facility, thus guaranteeing that each piece of fruit is delicious and perfect, ready for the consumer to enjoy.